



IEEE: Networking the World™

by Lyle Smith

IEEE: Networking the World™. Get used to the phrase. In the near future, you'll be seeing and hearing it a lot.

This past June, a Corporate Communications workshop assembled a group of volunteers and staff members to define a concise message that describes the IEEE's mission, as well as the Institute's key audiences. As part of the day-long brainstorming session, a slogan was created to communicate the reason for the Institute's existence in the world today. The group also determined that members and prospective members, customers, and industry and academic leaders are the IEEE's primary audiences.

After a few tries at several slogans, the Executive Committee approved "IEEE: Networking the

World." In a recent interview with *The Staff Circuit*, Executive Director Dan Senese discussed the slogan and described the thought process behind incorporating three particular messages that encompass many aspects of the IEEE.

"We're about enabling careers, we are key in technological innovation and there is truly a sense of community among our members," explains Dan.

Enabling Careers

According to Dan, part of what the Institute is about is encouraging and promoting lifelong careers for members and supporting their collective and individual goals. For example, he points out that the IEEE sponsors an array of

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IEEE

Networking the World™

New guidelines for the IEEE logo

by Nancy T. Hantman

What symbolizes the IEEE? For hundreds of thousands of people worldwide, it's the diamond-shaped logo.

To strengthen the identification of the logo with the organization and to protect its trademark status, a team of IEEE staff members developed guidelines for using the logo and logotype "IEEE." The Corporate Image Team members were Terry Burns, Marketing; Jayne Cerone, Technical Activities; Carol Coffey, Regional Activities;

Janet Dudar, Magazines/Newsletters; Bill Hagen, Copyrights/Trademark; Helen Horwitz, Corporate Communications; Mark Montgomery, IEEE Spectrum; Georgia Stelluto, U.S. Activities; and Teresa Taylor, Education. They developed guidelines consistent with the IEEE Policies & Procedures, and the results of their efforts were posted on the IEEE WWW site in January.

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Networking the World

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events, ranging from technical conferences to educational support programs, to provide members a leg up in their chosen fields.

Key in technological innovation

The IEEE also produces many of the most-cited publications in the field of electrical and electronics engineering, both in education and research and development, he says. The conferences, publications and other efforts spur on ideas that help inspire cutting-edge work by members, thus driving our fields of interest forward.

Community

"The third and possibly most important of the messages," Dan says, "is developing a sense of community among our members."

He describes it as a common bond among members and refers to the IEEE as "something members can turn to in a time of need." Dan describes the Institute as much more than an organization. He called it "a family of engineers" and emphasizes the importance of personal and professional net-

working as ways of promoting the industry and the profession in a positive light.

"Networking the World" is not about electronically linking people together, he says. Rather, it is about connecting professionals to each other through support, service and communication.

"That's something we could be better at, that spirit of community," Dan says. "Although we're already working toward that end through initiatives like the Graduates of the Last Decade (GOLD) program."

The purpose of developing a slogan in the first place is to make the IEEE better known in the industry and around the world, according to Dan. The top leadership must ask, "What is it that we really want to be known for?"

Dan recalls a meeting of the Executive Committee soon after the slogan was proposed. "They all agreed, 'that's what we're all about!' All three of these messages are embodied in the slogan," explains Dan.

Global perspective

"About 30 percent of our membership is non-U.S.," Dan says. "The global aspect was a careful addition to the slogan."

Out of necessity, most industries need to

take an international business view and so engineers also must be capable of taking that same global perspective, he says. The IEEE's members live and work in all parts of the world, and "Networking the World" reinforces that point.

Dan says the slogan was designed not just for the IEEE members to see and hear.

"The intent is to communicate the IEEE's mission to potential members, industry, universities, government and in the long term, the general public," he says. He notes that some members would like the IEEE to become as well-known as AT&T and IBM.

IEEE trademark

"IEEE: Networking the World" currently is being reviewed by the U.S. Patent Office as an official trademark. In the coming months, the slogan will begin appearing on business cards, letterhead, the IEEE World Wide Web page and nearly every public communication associated with the Institute. Even the main reception desks will use the slogan in answering the telephone. Official guidelines for the use of the slogan are currently in the works.

Meanwhile, the IEEE continues to work hard at "Networking the World." ♦

New guidelines

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Symbolizing the IEEE

The logo itself is a graphic element. It is defined in trademark documentation as "the diamond-shaped emblem" and the symbol for the "right-hand rule." Registered with the U.S. Patent & Trademark Office, the logo must always be accompanied by the registration symbol ® placed at the lower right. The logo may be printed in any one color with any other one color as a background.

The logotype is the letters IEEE printed in Helvetica Heavy.

IEEE

The logo composite is the use of logo and logotype together.



The size of the logo depends, of course, upon the context in which it is used. In general, it should be at least the same size as other logos shown with it. For example, in material on a conference sponsored jointly by the IEEE and another society, the two logos should be of equal size. When used with the logo of an entity within the IEEE, the IEEE logo would preferably be larger or in a more prominent position.

As a symbol of the IEEE, the logo should appear on all IEEE publications, letterhead, conference materials, exhibition booths and other official items. The use of the logo should be consistent throughout any IEEE publication or other product.

Seal of approval

Any member representing an IEEE orga-

nizational unit who wishes to use a form of the logo not supplied by the IEEE Operations Center must request approval. Unapproved use dilutes the identity of the logo with the organization and could tarnish the image of the IEEE as a whole. Preventing such unauthorized use is one of the reasons the guidelines were developed.

For Executive Director Dan Senese, the guidelines are one way to "strengthen and solidify our positive identity as one of the world's outstanding professional societies."

See for yourself

For details as to the use of the logo and logotype and a logo request form, check out the Web site at <<http://www.ieee.org/copyright/copyright.html>>.

As the IEEE expands and improves its activities within the electrotechnology community, the organization should always be perceived as a dependable and quality-driven professional society. Repeated correct use of the logo and logotype by staff and volunteers will aid in achieving that perception. ♦

IEL: A learning lesson

by Linda La Motta

The goal of Electronics Products is to "make the intellectual property of the IEEE accessible to the greatest number of users," according to a statement on its Web site. The Electronics Products group continued moving the IEEE toward this goal when it launched the IEEE/IEE Electronic Library (IEL) in 1996.

The IEL contains all of the IEEE intellectual property dating back to 1988 in an electronic format. This information consists of transactions, journals, magazines, conference proceedings and standards. The IEE periodicals and conference proceedings are also included. The IEL uses an index based on the IEE's highly respected INSPEC bibliographic database to provide access to document images on a collection of nearly 200 CD-ROMs. The collection is self-contained and searchable.

IEL is based on its predecessor, the IEEE/IEE Publications on Disc (IPO), and was designed to be easy to use. However, when some customers expressed dissatisfaction with the product, Marketing and Electronics Products knew they had to take constructive action quickly. Customers complained of a cluttered screen and the difficulty and speed of searching and printing documents, among others. In addition, the product had to satisfy individuals ranging

from the casual researcher looking for easy-to-use functions to experienced users.

Limited development time contributed to the problems with the initial version of IEL according to Klaus Gutfeld, Electronic Products. "We were faced with the fact that UMI, the former IPO distributor, was closing down its operations and customers whose subscriptions were ending needed to receive IEEE information without a break in service," he says. "Because of these time constraints, we could not do any extensive testing of the product before the desired launch date."

To find out more about the user problems with IEL, a customer feedback session was formed with customers who were the most vocal in their dissatisfaction. They were invited to the Operations Center and encouraged to express their concerns.

"A key focus has been to develop and implement a customer satisfaction plan and consistently get feedback in an organized way," says Scott MacFarland, Marketing. "The feedback session allowed us to collect information directly from customers who represented different market segments."

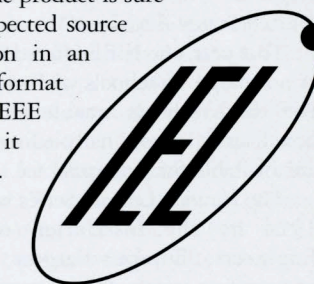
Electronic Products has already begun to make changes to the IEL based on the customers' comments. These include immediate corrective actions as well as addressing long-term issues. Some of these changes include improving the interface and provid-

ing a new feature, IEL Assist, to make searching easier. Outside technical experts will be hired to develop a redesigned and improved product later this year.

According to Barbara Lange, IEL Marketing, "Originally IEL met the goal of providing access to IEEE's extremely valuable information by enabling engineers and scientists to search a vast quantity of information and retrieve needed documents instantly.

"We have acknowledged the fact that the product did not meet many of the users' expectations," Barbara says. "We are working aggressively to ensure their satisfaction as we continuously improve the IEL. The customers are now noticing the changes we've been making."

Sales of the IEL surpassed expectations for 1996. With an improved IEL awaiting release and customer satisfaction on the rise, the product is sure to be the respected source of information in an electronic format that the IEEE had hoped it would be... for 1997 and well beyond. ♦



Process management teams streamline to stay on track

by Jennifer Motard

The process management train keeps roaring along, and teams are finding they must streamline to keep their objectives clear and increase their effectiveness.

Two teams formed last May—the Order/Subscription Satisfaction Team and the Customer Care Team—are doing just that. These teams realized they were duplicating efforts, even flow-charting the same tasks! They consolidated in January to form the Customer Service Process Improvement Team.

It is led by Ken Maze, Operations Audit, and includes Jim Fecile and Marianne Schmidt, Member Services; Chris Santos, Subscription Processing; Mike Rocuzzo, Distribution Operations; Lennon Richards, Accounts Receivable; Beth Babeu and Kathy Burke, Order Processing Services; Mary Hoffman and Kim Abel, Information Technology; Pam Finer, Telephone Support Services; and Jonathan Dahl, Marketing & Sales and Customer Service.

The team's objectives are to tie together the flow diagrams created by the two previous teams, analyze them and set specific goals based on the Institute's multi-year plan, which includes:

- identifying proper job functions;
- cross-training staff;
- establishing an organizational structure for Customer Service;
- determining the proper mix of part-time versus full-time staff;
- establishing standard productivity measures;
- determining the actual cost per order, taking into consideration the time it takes to input an order, an employee's salary, and the basic operating overhead costs such as computer equipment and utilities;
- benchmarking against outside vendors, publishers and other associations to determine what metrics they have in place and how each vendor has improved those metrics;
- select products by International Standard

Book Number and International Standard Serial Number.

The billing cycle for products such as the IEEE/IEE Electronic Library and Standards On-Line will be changed from a calendar year to an anniversary date. This will stagger the billing throughout the year and eliminate the year-end surge of renewals for these products.

The other project for the team is determining metrics. This will be done by spot-checking orders and reviewing feedback cards returned from members and customers.

The team is investigating how it can streamline the Oracle system for establishing a new customer record. Currently, a customer service associate must access nine screens to build a customer record.

This process management team and others have a long road ahead of them. But their journey is helping us become the "the best staff of any professional society in the world." ♦

Nearly half million students view '97 Faraday Lecture

by Gale Latzko

More than 450,000 middle school through college students in 300 schools in the United States viewed the 1997 Faraday Lecture broadcast live via satellite on 4 February from London's renowned Barbican Theatre. The U.S. broadcast was sponsored by the IEEE for the fourth consecutive year.

Although Regional Activities coordinated the North American broadcast for the first three years, this year several areas partnered in the most successful broadcast ever.

The 1997 event was watched by almost twice the number of students who saw it in 1996. Key staff contributing to this success were Jill Cals, Barbara Coburn and Gale Latzko, Educational Activities; Carol Coffey, Regional Activities; and Ann Hartfiel, United States Activities.

This year, the IEEE offered the broadcast at no charge to schools with satellite dishes. For those schools unable to receive the broadcast, professionally-edited videotapes are available for a nominal fee.

The Faraday Lecture Series was created in 1924 by the Institution of Electrical Engineers, Europe's largest professional engineering society. Co-sponsors of the 1997 Lecture were the IEEE; the financial services company, DeLaRue; and bank cards BarclayCard and MasterCard. More than 100,000 British students viewed the Lecture this winter during its 14-city, 15-date tour in England.

The hour-long 1997 presentation, entitled "What's the Use of It, Mr. Faraday?," highlighted the discovery of electromagnetism and demonstrated a variety of applications in medicine, industry, commerce and leisure. Inventions such as credit cards, personal stereos and pacemakers all depend on electromagnetism, which was discovered by Michael Faraday in 1831.

Reactions to this year's broadcast were overwhelmingly positive. Wayne Day, a teacher at Diamond High School, Anchorage, Alaska, says, "I was totally impressed. I teach electronic communications at the high-school level and this is the exact topic I am covering. This show deserves an A-plus!"

Although the Lecture was targeted to high-school students, even middle-school students were interested in the program. James Hewitt, a teacher at T.S. Hill Middle School, Dexter, Mo., says, "As a result of the

Faraday Lecture, I plan to develop a teaching module entitled 'Magnetic Levitation' using a small vehicle and track to demonstrate electromagnetism in this new manner."

Local IEEE sections and chapters assisted schools that requested on-site engineers. Amy Galarowicz, the North Jersey Section Pre-College Education Chair notes, "It was my responsibility to coordinate locally however I could. I knew some area folks who would be interested in something like this."

Several schools in New Jersey received visits from IEEE volunteers through Amy's efforts. One school was Abraham Clark High School, Roselle, N.J. Karen Warner, Supervisor of Technology, says of the visiting



engineer, "Kathy Rutherford from Siemens was a natural with the kids. She gave an introduction before the lecture was broadcast. She brought experiments and showed them how a compass works and answered questions about biomedical engineering. Having her there was very useful to the students because she made the lecture clearer and gave general information about an engineering career."

For more information about the Faraday Lecture Series, call Gale Latzko, Educational Activities, ext. 6526. ♦

Electrical engineering I.Q. test

by Sheila Plotnick

Test your knowledge of electrical engineering history:

- The first use of 8-track tape players was in:
 - automobiles
 - radio stations
 - Learjets
- True or false? Albert Einstein achieved success as a designer of refrigerators.
- The fax machine is approximately how many years old?
 - 15
 - 50
 - 150
- Which one of these individuals was granted U.S. Patent No. 2,292,387 on 11 Aug 1942 for a spread-spectrum innovation used in torpedo guidance systems?
 - Howard Hughes
 - Hedy Lamarr
 - Ray Dolby
- Who popularized a German recording technology captured by the Allies in World War II?
 - Edward R. Murrow
 - Bing Crosby
 - Dale Carnegie

SEE ANSWERS ON PAGE 8.

A brew of their own

by Elaine Rosenberg

Have you ever heard of "Cost Stout," "Thiemann Ale" or "Bankowski Dark"? Well, you might have if they were commercially available.

Actually, Scott Cost, Controller's Office; Bill Thiemann, Financial Services; and Dave Bankowski, Information Technology, all brew their own beer at home.

According to Scott, it's cheaper to brew your own beer. He also prefers crafted beers produced in small-scale breweries because "the overall taste is much better."

He started by reading up on home brewing and then visiting a brew-supply shop in Highland Park, N.J. He began brewing last spring and makes five gallons (two cases) every weekend. It costs approximately \$25 for materials.

Scott not only brews his own beer but also mashes the grain, a process that produces the extracts to make the wort — the basic mixture of malt extracts, hops and water.

"Sanitation is very important," says Scott. "The least little contamination can kill off the yeast." A gushing bottle of beer, for example, is one sign of contamination.

Scott's advice to a brewing novice: read about beer brewing to get a basic understanding of the process, buy a start-up kit and talk to a brewmeister, a person trained in brewing sciences.

Bill Thiemann also prefers the natural ingredients used in craft beer as opposed to the chemicals, additives and preservatives used by the large brewers. He became inspired to brew his own beer after discussing it with a fellow student in his college accounting class.

He experimented after ordering a starter kit from a supply house and felt comfortable brewing after the third batch. Bill makes 10 gallons per batch, and his wife, Cheryl, helps him bottle it.

Bill has been brewing beer for six years, and enjoys sharing it with friends and family. He is responsible for influencing four other people, including Scott, to brew their own suds.

"You can improvise ingredients to suit your taste, whether it be stronger, flavored such as with chocolate, made lighter, or more bitter by adding more hops," notes Bill. (In fact, he even experimented making green beer for St. Patrick's Day!)

Bill's beer usually contains between 4 to 6 percent alcohol. The average alcohol content for commercial beer is 3 to 5 percent.

He also has some advice for the beginner: save bottles and containers to store the beer, make sure all utensils are sterilized with bleach and hot water, and avoid using soap because it flattens the foaming. Lastly, scrub the equipment with a stiff wire brush.

"It's a fun hobby that has good rewards and is not that expensive," Bill says. He notes there are contests and competitions for beer brewing sponsored by the larger beer companies. The winners receive money, and the company makes and markets the winner's brew for a period of time.

Dave Bankowski started brewing beer seven years ago. He began after taking an



• Scott Cost cooks up a batch of beer in his home brewery.

adult education class in home brewing and then began experimenting on his own.

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The beer facts

Beer making dates back to 5000 B.C. when yeast was discovered fermenting in a sugarwater mixture.

Yeast, which is a unicellular microorganism, consumes sugar for its own energy and growth. The primary byproducts are ethyl alcohol and carbon dioxide. Beer is made when yeast consumes the sugar derived from grain.

The United States has a long history of brewing beer, back to the Pilgrims' voyage to the New World.

In 1620, because of the lack of beer, the Mayflower dropped anchor at Plymouth Rock instead of finding a more suitable harbor. William Bradford wrote in the History of Plymouth Plantation: "We could not take much time for further search, our victuals being much spent, especially beer."

To the colonists, beer not only was considered a pleasurable drink, but an important liquid staple. Apparently, water stored in the holds of ships quickly turned rancid. As a result, beer was extremely important for people's very survival.

After surviving the critical shortage of beer, the Pilgrims made erecting a brew-house a top priority. Once settlements became established, kitchens became home breweries and women were the primary brewers.

There are five steps to making beer.

Boil. Barley malt extract is dissolved in water, and hops are added as the mixture — called "wort" — boils. Boiling sterilizes

the ingredients, extracts the bitter and aromatic properties of the hops and coagulates the haze — causing proteins.

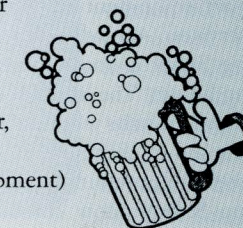
Ferment. The wort is cooled to 80 degrees Fahrenheit or lower; then it is poured into a fermenting bucket to which yeast is added. Within 24 hours, the yeast begins fermenting the malt sugars into alcohol and carbon dioxide. After two to five days, fermentation slows, and yeast, protein and hop sediment begins to fall to the bottom of the fermenter.

Clarify. Once the bulk of the sediment has fallen, the beer can either be left in the bucket to finish fermenting and clearing, or it can be transferred to a large glass "secondary" fermenter. Transferring helps reduce the amount of sediment in the finished beer.

Bottle. When the fermentation is finished and the beer has cleared, it is ready to bottle. A small amount of sugar is added to the clear beer, which is then siphoned into bottles and capped.

Age. Over the next week or two, sugar added to the beer ferments in the bottle, creating gas which carbonates the beer.

Besides the ingredients, the equipment for making beer include a boiling pot, brewing equipment (fermenter, bottle capper, siphoning equipment) and bottles.





• Dave Bankowski shows off a few of his breweriana items.

According to Dave, the beer's quality comes from many different aspects, including the brewer's skill of maintaining proper boiling temperatures, wort cooling rates and the percentage of alpha acids, and adding adjuncts like Irish moss for clarity or nutmeg for spiced beer.

Dave enjoys reading about the history of beer and breweries, and collects what he calls "breweriana." His collection includes 50 beer trays dating from the 1910s through the 1970s, several hundred coasters from breweries and pubs around the world, 75 beer cans dating from the 1940s

to the 1980s, and 1,000 beer bottles from over 25 countries!

Over the last few years, Dave has brewed over 50 five-gallon batches. His favorites include stout, India pale ales and Belgian beers.

He agrees with Scott and Bill about the need for cleanliness when preparing to brew. "Brewing is a lot more work than you think," cautions Dave.

If anyone is interested in learning more about the art of beer brewing, Scott, Bill and Dave say they would be happy to train future brewers. ♦

Department close-up:

More than just pick up and delivery

by Kathy Kowalenko

Mail. Such an ordinary part of the work day. You take it from your department's in-box. Or you put it in the outgoing mail bin and off it goes, stamped, sealed and delivered. You may notice the mail staff busily wheeling their carts as they make their daily stops. But have you ever thought about what else they do besides picking up and delivering mail?

The Operations Center Mailing Services has undergone a dramatic transformation over the last five years. It has gone from being a mass-mail production department to a service provider. There are two reasons for this change: first, an on-site print shop was dissolved in 1992; and second, in 1993, approximately 70 New York staff members were transferred to Piscataway.

Before 1992, Mailing Services worked closely with the print shop doing mass mailings for the renewal notices, newsletters and promotional materials. But the IEEE decided it would be more cost-effective to outsource these jobs to an outside mailing house. Also, the U.S. Postal Service introduced major changes in postal regulations with Classification Reform. Automation became the only way to mail for maximum discounts, and mailing houses have the state-of-the-art equipment to provide the necessary services. According to Marie Hogan, Mailing Services, most companies now use mailing houses. The loss of the mass-mailing jobs meant that the way Mailing Services did business had to change. And it did.

Instead of providing production services, Mailing Services now coordinates the outsourcing of the mass mailing jobs. This includes contracting with the vendor, nego-

tiating the price, specifying the job's requirements, ensuring critical dates are met and processing the accompanying paperwork. However, Mailing Services still offers labeling, inserting, sealing, metering, folding and collating services for small mailings.

In 1993 departments once located in New York were transferred to Piscataway. With them came an increase in the volume of mail. Mailing Services had to find a way to receive and sort all incoming mail for 62 different departments more efficiently than ever, since the mailroom staff was not increased. To do this, all mail stops were centralized and larger mail carts were purchased. Formerly, mail was dropped off in each department's mail tray. With centralization, this cut the number of delivery areas to eight. The larger carts permitted consolidating mail, thereby cutting the delivery time from 45 minutes for three people delivering three times a day to 25 minutes for two people. To further increase productivity, outgoing mail is separated by department at pickup so the postage can be easily and accurately charged back.

Technology also has played a major role in improving the department's efficiency. New equipment such as the Paragon Mailing Machine meters as it weighs the mail. This saves the staff time because they no longer have to weigh each piece of mail before metering it, a one-step process

instead of two. The system also provides a daily, weekly and monthly report on each department's postage costs and number of pieces it mailed. These reports used to be done manually. Mailing Services' entire annual budget for postage is \$1.1 million.

Mailing Services is also responsible for the delivery of all incoming express mail packages. In 1996 the number of overnight deliveries totaled 23,000, with technology a key factor in providing cost savings. Incoming packages are logged into the internal tracking PC system and the tracking number is scanned. This system notes the carrier's name, the recipient's name and the date the package was received so recipients can verify when a package they were expecting was delivered.

Through all these transitions, the staff has weathered the changes well. In fact, the average length of service is 16 years, and two employees have been with Mailing Services for over 20 years.

By refocusing its mission, using new technology and working with an experienced staff, Mailing Services has shown it can change with the Institute's needs. ♦



• Neither rain nor sleet nor snow will keep these staffers from delivering your mail. (From left) Jamie Villanueva, Genevieve Kolbenslag, Marie Hogan, Inocencio "Papo" Rivera, Rae Rocuzzo and Alice Cleerdin.

IEEE staffers open their hearts to adopted children

by Michelle Meeh

IEEE staffers know the happiness children can bring to their lives, but for some employees, adopted children bring a special kind of joy.

Bruce Huffine, Business Administration, and his wife, Theresa, have adopted two girls, who are sisters, from Peru. He described the one-year adoption search as "three months of paperwork and nine months of waiting."

But the wait was well worth it, he says, when Sandra, now 12, and Maria, now 10, came into their home eight years ago.

Five years ago, Theresa gave birth to their son, Michael. According to Bruce, the three children seen together draw attention wherever they go. "People always look at us," Bruce says. "It's fun to watch their reactions. I just smile."

He and his wife traveled to Peru to bring the girls back home. The adoption process took six weeks.

The legal process in Peru takes time, but once custody is relinquished by the biological parent, "it's irrevocable," Bruce points out.

Each country and each U.S. state have different adoption regulations, so it is important for adoptive parents to enlist the help of an agency and a lawyer to guide them through the red tape, according to Bruce. Bruce's search was aided by Children of the World, an adoption agency based in Bloomfield, N.J.

Trudy Bell, IEEE Spectrum, who worked for the IEEE for 13 years and recently left, adopted her daughter from El Salvador. Roxana, 6, was 13 months old when Trudy brought her home after a 13-month adoption search. The four-day stay was made easier by the help of a translator she hired. According to Trudy, biological parents in El Salvador are required to appear in court three times to state that it is their wish to relinquish custody.



• Bruce Huffine with daughters Sandra and Maria and son Michael.

She says getting on the plane to El Salvador was "one of the most terrifying things I've ever done!" One tip she offers to potential adoptive parents is to fly home first class. The extra room and service are a more comfortable arrangement and a better environment for the new family just getting acquainted.

According to Trudy, adopting her daughter has definitely changed things. "It's made my life more wonderful," she says. "It's one of the best things I've ever done."

Trudy adopted Roxana as a single mother, but married two years later. Her husband, Craig Waff, included a request to be a father to Roxana in his marriage proposal. "He always wanted to have children," she says. "He got a two-fer!"

Trudy says her daughter has brought a special happiness. She enthusiastically recommends adoption. "If anyone wants to adopt, there's no reason why they shouldn't," she advises.

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Wedding Bells

Gina Karpinski, Credit & Collections, married Frank Stulec on 13 Oct 1996.

Nancy Lynch, Credit & Collections, married Kyril Suszko on 23 Nov 1996.
Kellie Lund, Accounting, married Wayne Long on 4 Jan.

Stork Alert

Al Michals, Information Technology, has a new son. Alex was born on 19 Dec 1996.

Kathy Teece, Transactions, has a new daughter. Jennifer was born on 31 Dec 1996.

Elizabeth Williams, IEEE Spectrum, is a new mother. Alicia Ann was born on 3 Jan.

Pam Finer, Customer Service, has a new daughter. Megan Marie was born on 15 Feb.

Laura Riello, Electron Devices Society, is a new mother. Bianca Lisa was born on 26 Feb.

Lisa Nigro, Copyrights/Trademark, has a new son. Nicholas Patrick was born on 6 March.

Service Awards

(January to March)

5 Years: Bruce Biro, Eddie Chiu, Richard Comerford, Clark DesSoye, Shelly Newman, Michael Riezenman, Geraldine Small, Robert Smrek, Thomas Stevenson



10 Years: William Colachio, Terryanne Gagliano, Debra Schreiber
15 Years: Mitzie Cathcart
20 Years: Fern Katronetsky, Inocencio "Papo" Rivera

Welcome Aboard

Belinda Burden, IEEE-USA
Jill Cianfone, Periodicals
George Christopoulos, Technical Activities
Barbara Ettinger, Awards

Denise Howard, Regional Activities
Vishal Jhaveri, Information Technology
Cheryl Koster, Customer Service
Danielle Kunitzky, Customer Service
Tara Margiotto, Periodicals
Debra Mohn, Information Technology
Jeanine Nichols, U.S. Activities
Joy Nyce, Customer Service
Michele Pocchio, Marketing
Ting Qian, Communications Society
Caryn Radick, Periodicals
Christina Rezes, Periodicals
Neil Romanosky, Periodicals
Anjali Sharma, Technical Activities
Carolyn Solimine, Educational

Activities
Maryann Weaver, Communications Society

Retirees:

Harry Strickholm, 15 years of service (retired 31 Oct 1996).
Maureen Quinn, 11 years of service.



You must have been a beautiful baby!

Who did this cuddly tot grow up to be? (Clue: This saucy New York imp is an IEEE veteran who is full of wit.) E-mail your

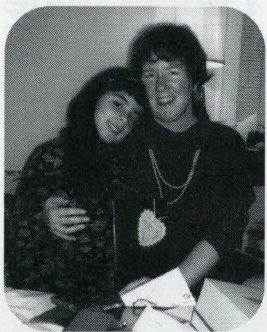


best answer to Kathy Kowalenko and perhaps you'll win a prize for being the first to guess correctly! The identity of the employee and the winner will both be announced in the next *Staff Circuit*.

The baby in the 1996 fourth quarter issue was Vin O'Neill, U.S. Activities. The first person to identify him was Alicia McPherson, also of U.S. Activities. Thanks to all who participated.

IEEE staffers open their hearts

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• Trudy Bell and Roxana celebrate their fifth anniversary as mother and daughter.

Marianne Schmidt, Member Services, is hoping to adopt a special-needs child. These are youngsters who are difficult to place, such as an older child, one with minor disabilities or siblings who need to be adopted together to keep the family intact.

Marianne has also been a foster parent. "It's hard to give them up," she says, recalling Nina, the girl she had as a foster child for 15 months.

There are many options open to potential adoptive parents, according to Marianne, including international adoptions and World Wide Web sites featuring children throughout the country who are available for adoption. Marianne believes as a prospective parent she should search locally to find a child available for adoption.

Marianne has been approved to participate in a pilot program run by the N.J. Division of Youth and Family Services, called "Fost Adopt." Through it, foster parents and special-needs infants are matched within the first few months of a child's life. This program provides a greater opportunity for the child to be placed in a permanent home.

Marianne feels the primary qualification for any adoptive parent is, "Can you give this child a good, loving, stable home?"

She, Bruce and Trudy are among thousands of other adoptive parents who all feel they can. ♦

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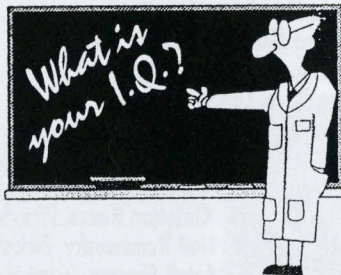
1. C. In the early 1960s, Bill Lear invented the Learjet Stereo 8 (popularly known as the 8-track tape player) for use in his new line of small jets. In 1965, he convinced Ford Motor Co. to offer the players as optional equipment in their luxury cars. Soon, the 8-track tape player was a "must-have" feature in new cars.

2. True. In the 1920s, it became apparent to inventors that there was money to be made in refrigeration technology. Wanting a piece of the action, Einstein and fellow physicist Leo Szilard collaborated on and filed patent applications for several new refrigeration systems.

3. C. In 1843, Englishman Alexander Bain invented the Electrochemical Recording Telegraph. This machine could reproduce line drawings from signals sent over telegraph wires.

4. B. The silver screen temptress was not just beautiful, but brilliant as well. Lamarr and musician George Antheil collaborated on a "Secret Communication System" that would make torpedo guidance transmissions harder for enemies to jam or scramble.

5. B. Before 1946, all prime-time radio shows were broadcast live. Bing Crosby decided to start pre-recording his show, not only to free up his Thursday nights, but also to edit out jokes that fell flat. He took it upon himself to investigate new recording methods and discovered the German Magnetophon. Crosby's roaring success with a variation of the Magnetophon revolutionized the use and development of magnetic tape recorders.



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