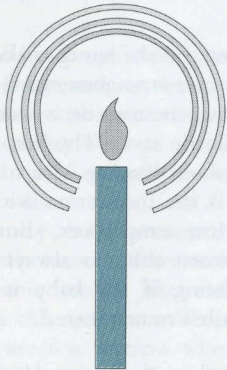




Holiday celebrations at the IEEE

by Jayne Cerone



Did you know that celebrating Christmas was once against the law? In 1659, the General Court of Massachusetts ruled that “anybody who is found observing, by abstinence from labor, feasting, or any other way, any such day as Christmas day, shall pay for every such offence five shillings.” The Puritans did not believe in celebrating Christmas because the holiday was not sanctioned in the Bible. That law was repealed in 1681.

Hanukkah celebrations were also discouraged at one time. Because it recognizes the rebellion and reclaiming of the temple from Antiochus’ forces, some rabbis felt the holiday had an underlying ideology that condoned civil rebellion.

Today the holidays of Hanukkah and Christmas are spe-

cial events to many IEEE families, each person celebrating with their own unique traditions.

Christmas Eve is the beginning of many family celebrations, including going to midnight services and special feasts. “On Christmas Eve, they push aside all the furniture and dance until dawn,” says Lois Pannella, Technical Activities, speaking about her husband’s family from Uruguay.

Mercy Kowalczyk and Theresa Argiropoulos, both of the Signal Processing Society Executive Office, celebrate the Polish Christmas Eve tradition, which includes a meal of piroši (dough filled with cabbage or potato) and bubalky (honey and poppy seed dumplings). At the end of the meal, each person at the table eats a piece of a single wafer which,

CONTINUED ON PAGE 2

Super moms

by Karen McCabe



• Mary Lynne Nielsen with son Gregory.

You’ve been up and down the stairs 20 times, have done a dozen circles around the kitchen table and performed an amazing juggling/weight-lifting act as you finish with the big sprint to the car — and it’s not even 7 a.m. For many of us at the IEEE, this is how our day begins as we try to leave the house on time, with our infants and toddlers in tow!

As most new parents can attest, having a baby changes your lifestyle. Instead of going about your daily routine and keeping to your schedule, you now have

another person’s routine and schedule to keep: the baby’s. And if you’re a working parent, life is even more complicated.

With all the new moms around the IEEE, what better time than now to report on what it’s like coming back to work after the “big event”?

Everyone’s situation is different. Some moms took the traditional maternity leave, while a few others, due to the nature of their jobs, were able to telecommute shortly after they got home from

CONTINUED ON PAGE 2

In this issue

Holiday celebrations at the IEEE	1
Super moms	1
A talk with Dan Senese	3
E-mail and you: perfect together? ..	4
Technology definitions	4
What’s for lunch?	4
Introducing the “new” Member Services ..	5
FAP: your guide to home buying	5
Department close-up	6
People page	7
An interview with Tony Ferraro	8

Holiday celebrations

CONTINUED FROM PAGE 1

says Theresa, "symbolizes the wish that we will all be together again next Christmas Eve."

Stella Oduyela, Controller's Office, whose family is from Nigeria, is trying to keep her family's Christmas traditions alive in the United States. "Before Christmas, children in Nigeria go to visit Father Christmas and receive a small toy. The only Christmas present is a new outfit," says Stella. She concedes she is adding some of the United States Christmas gift-giving traditions to her own.

In Latin American countries, according to Gilberto Santiago, Technical Activities, gifts are exchanged on the Epiphany or "Little Christmas," to commemorate the gifts the Wise Men gave to the baby Jesus. "As a youngster in Puerto Rico, we would put out cut grass and a bowl of water for the Wise Men's camels on the eve of the Epiphany," says Gil.

The eight days of Hanukkah occur within the Hebrew month of Kislev, which usually falls in December. "Hanukkah is a fun holiday," says Julie Cozin, Corporate Activities. On Hanukkah, families gather over a traditional meal of potato latkes or pancakes. Some children receive a gift for each of the eight days, while others receive one or two gifts during all of Hanukkah.

"Children play the dreidl game with chocolate money (traditional Hanukkah gelt) or M&Ms," says Fern Katronetsky, Corporate Activities. The game, which originated in medieval days and was popularized in the 1800s in London, is played using the top-like object called a "dreidl." A letter on each of its four sides — N, G, H, S — duplicate the first letters of the phrase that defines Hanukkah, Nes gadol hayah sham, or "a great miracle happened there."

Elana Cohen, Technical Activities, notes the eight candles of the Menorah are lit during Hanukkah "to symbolize the miracle that, within the reclaimed temple, the sacred lamp contained enough oil for one day, yet amazingly burned for eight days." This is why Hanukkah is called the "Festival of Lights."

Like Hanukkah, other celebrations of the holiday season center on lights. Christians burn the Yule Log, a tradition that may have originated with the Druids. Both Christmas and Hanukkah occur at the time of the winter solstice — the day of shortest sunlight — and the traditions may be tied to ancient customs of lighting fires to encourage the sun to return.

Today the holiday season is bright with a variety of decorations and customs. Where did the "traditional" U.S. Christmas tradi-

tions come from? They are a combination of many different religious and ethnic traditions brought here by its immigrants. For example:

◆ The tradition of the modern Christmas tree was cultivated in the upper Rhine River in Germany in the 15-16th century. It was brought to the United States by Pennsylvania Germans around 1820.

◆ In Scandinavia, mistletoe symbolized peace. Enemies who met under it would declare a truce for a day.

◆ The poinsettia is from Mexico, where legend says a young boy had no gifts to leave at a manger, so he knelt to pray. Where he knelt, a poinsettia plant grew and he gave it as a gift to the Christ child.

◆ Even popular culture can lead to holiday expectations. The movie "White Christ-

mas" made snow a mandatory part of a traditional Christmas.

◆ Christmas cookies are truly a global treat, with each family's specialty coming from anywhere in the world.

But holiday celebrations vary greatly, in large part because of the diversity of Americans ethnic backgrounds. As individuals join together in marriage and friendship, the traditions of our families meld to form new, and personal, traditions.

In addition, many families have their own special ways to celebrate the season, including special outings, religious observances or ethnic celebrations such as Kwanzaa.

Our celebrations with families and friends are truly diverse. Whatever way you celebrate, we extend our wishes for a happy holiday and bright new year! ◆

Super moms

CONTINUED FROM PAGE 1

the hospital. Whatever road they took back to work, all moms have become experts at time management and organization while successfully returning to their careers.

Judy Fosko, Marketing & Sales & Customer Service, and mom to Megan, says, "Getting out of the house in the morning is hectic even when clothes and toys are packed in advance." Judy drops off her daughter at a relative while she's at work. After Megan was born, Judy said she did not plan to return to her full-time position, but she still wanted to use her marketing skills. Therefore, when a part-time position opened up in her department, Judy was pleased to accept it. "The transition from full to part-time took some adjusting, but now it's my routine," said Judy. She is happy with her current part-time status, but she hopes a job sharing option will be offered to help further career opportunities at the Institute.

Carrie Briggs, Power Engineering Society, knows the true meaning of team work and scheduling, because she had to return to her full-time position after her maternity leave ended. Fortunately, Cory's dad, Adam, was able to change his work hours from day to night, now he takes care of their son Cory while Carrie is working. She worries about what will happen when Adam's schedule



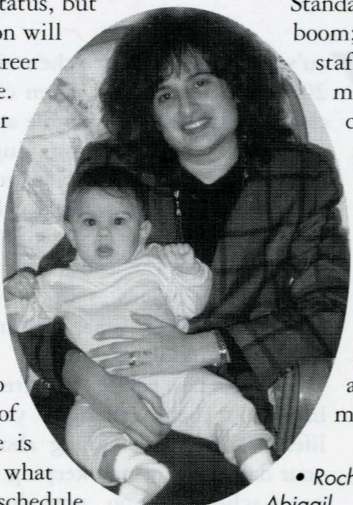
• Judy Fosko with daughter Megan.

changes and she has to make new day-care arrangements. But for now, the routine is working.

Carrie says, "The best thing about coming back to work is the interaction with fellow employees, but the worst thing is always wondering if the baby is okay while I'm not there."

Stephanie Boffice, Systems Development, returned to work three months after the birth of her second daughter, Andrea. Since Stephanie's field is technical, she must be in the work force to keep up with the constant changes in computer technology. Even with an in-home day-care provider, being a full-time working mom to two children is challenging. "Daily life is still quite hectic and you want to spend as much time with your children as you can," says Stephanie.

Standards has had its own baby boom; in less than three years, five staff members have become moms! Rochelle Stern took a combination of traditional maternity leave and part-time telecommuting, gradually working back to her full-time position. Rochelle feels her arrangement was very beneficial as it allowed her time to be with her daughter, Abigail, and adjust to motherhood. What's more, she was able to stay on



• Rochelle Stern and daughter Abigail.

A talk with Dan Senese

by Stella Paone

Dan Senese, new IEEE General Manager, spent time with *The Staff Circuit* to share his views on the challenges that face the Institute.

Staff Circuit: What do you see as priorities for the Institute?

Senese: The top priority right now is the renewal process and doing it in a quality way. I cannot emphasize enough how important this is, and I believe we are making good progress. The next priority is to manage well the present information system backlog. Because of the appropriate high priority for renewal software enhancements, I am concerned about the consequences of the systems enhancements that

top of her projects and keep her editorial skills sharp, making the transition back into full-time work much easier. "I could accomplish quality work in a shorter time period than I could normally complete because of fewer distractions," said Rochelle. Her maternity leave arrangement also kept Rochelle current on technology advances in electronic media like the Internet. She makes this important observation: "Today, there are few women who can financially afford full-time motherhood or miss technological developments that will impact daily work and the direction of their careers."

Mary Lynne Nielsen, mom to Gregory, is up at 5 a.m. to begin her hectic day. She gets Greg ready for the day and her husband, Chris, takes Greg to a day-care center subsidized by his employer. A true Super Mom, Mary Lynne jumped back into work four days after giving birth by retrieving her electronic mail! She was able to telecommute while adjusting to being a parent. And like Rochelle, she also found her arrangement successful. She chaired a department ad hoc committee and wrote the *IEEE Standards Companion*, an important publication for standards developers. For Mary Lynne, telecommuting provided "the ability to concentrate on specialized projects and tasks that you just can't do in the office." Returning to work full-time offered her access to advanced office equipment and more immediate contact with staff.

Although we highlighted just a few IEEE working mothers, there are many others whose daily routines are just as challenging and whose lives are greatly enriched by their children. It's not easy juggling full-time work and parenthood, but the rewards are many. Hats off to all our Super Moms — and Dads! ◆

we have deferred. We are working hard to identify the most important ones and to implement them first. Another priority is defining and realizing what the Management Council (essentially my direct reports and me) calls "The New IEEE Staff Operation." I don't think we have kept pace with the members' and customers'

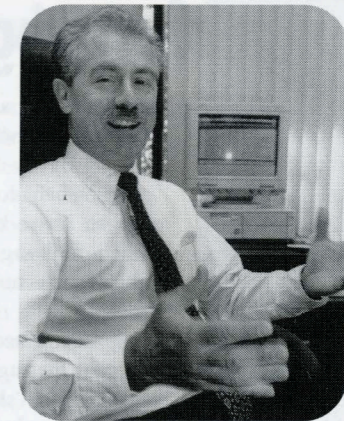
needs as the Institute has grown. We have to meet this challenge. The new staff operation will realize our vision with greater accountability for making progress. We will do the right things right and we'll be driven by our quality approach. This includes keeping members and customers first, building a stronger partnership with the volunteers, supporting the realization of the IEEE strategic plan, driving decisions with data, building a culture that gets things done and ensuring that we lead the publishing and standards industries.

Staff Circuit: Why will this Quality approach work when the last one didn't? What's different?

Senese: In conversations with many of our employees and volunteers, I've heard them identify several fatal flaws in the previous approach. These include: little volunteer buy-in; little senior management buy-in or personal involvement; unclear accountability; poor focus by taking on too much, too soon; and probably the most important, viewing quality as a program, instead of an approach that will be part of everything that we do. We will learn from these mistakes and be successful.

Staff Circuit: What is your management philosophy?

Senese: I believe in disciplined, yet flexible approaches to the management of people and work. I believe in pushing down responsibility as low in the organization as practical, where the most informed decisions can be made. I believe in decentralization, with limited functions done centrally that make good business sense. I think that people, given the right environment, tools and processes, will delight members and customers. Some of the best training possible is learning from your mistakes. I also believe in understanding the extent of one's delegation, and reinforcing that both I and the rest of management are here to help. I think people should have the freedom to get their job done within their delegation. And, I believe in holding individuals accountable for the final product as the member and customer see it. This includes the results



from the organizations and vendors that do not report to the accountable individual, but are part of the process. Open, honest communication identifies issues and leads to their resolution.

Finally, I believe that internal business functions, like Human Resources, Finance, Information Systems and Communications have internal customers who must be satisfied. For

the most part, the internal functions are only here to satisfy the line organizations in helping them delight our members, volunteers and customers.

Staff Circuit: What is the most important thing you would like the staff to know about you?

Senese: I am very focused on the bottom line. I will only be satisfied when I see data from our members, volunteers and customers that they are delighted; from our employees that they are proud of the Institute and exhibit high morale; and from our financial results that reinforce we are managing the Institute's money wisely.

Staff Circuit: What challenges do you see facing the Institute, and what can we, as employees, do to help meet them?

Senese: The biggest challenge is to exceed the ever-increasing expectations of our members, volunteers and customers. They are looking for greater value. They expect and deserve from us more next month than they did this month. We must raise the bar and consistently deliver ever-improving services, with increased productivity in shorter time intervals. I do not sense that we have universally adopted this mind set. By increased productivity, I do not mean working more over-time hours. I mean by working *smarter* — using better tools, techniques and processes.

We must implement better measures so that we can benchmark with others. Then use this information to help us stay one step ahead of them. Remember, the only true job security comes to those who are the best at what they do. I feel some believe that we have our members and customers locked in. Believe me, our members and customers are no different than other customers. Even a satisfied customer is always looking for a better deal. But a delighted customer is not. Our members and volunteers have other options to get what they need and want. If we do not provide it, someone else will. What I need from our employees is a commitment and passion to team together to be the best support staff of any professional society in the world. We can do it! ◆

E-mail & you: perfect together?

by Jennifer Reid

You knew it was only a matter of time before "netiquette" was introduced to guide us through the e-mail system.

This hot form of communication has taken the business world by storm. Gone are the days of typing memos, making copies and mailing them out to all involved. Now, with the stroke of a key, your message can be sent to many recipients, saving time and trees. But with this new freedom, as with everything else, must come guidelines.

Here are some suggestions to consider when composing an e-mail message. This list was compiled with the help of T.P. Brisco, Information Systems Operations and Electronic Communications.

- ◆ Be careful about the tone of your message. It is considered a written record and can be saved for a long period of time, to be forwarded to anyone. A professional attitude is always important.

- ◆ When composing a message, make sure it is clear and to the point. Carefully read what you write to make sure your message cannot be distorted. Discuss one subject per message and keep material brief. Often, people will only read the first para-

graph or page and skip to the end, missing some points you may have made in the middle.

- ◆ When composing a message, make sure to write clear, concise subject lines. When replying to a message, change the subject title to reflect the content of your reply.

- ◆ Use mixed-case characters when writing your message. Using all capital letters is regarded as "shouting" and is considered extremely rude. To highlight a certain part of your message, *asterisks* can be used to make a portion of the message stand out.

- ◆ When sending a message to multiple recipients, verify that addresses are correct. This will save both time and aggravation. In addition, check the spelling. Misspelled words detract from the clarity and importance of your message.

- ◆ When responding to part of a long message, go to the portion you are responding to and place the reply either before or after that portion.

- ◆ When replying to a multiple-recipient message, consider who needs to know the response, and reply only to the person concerned and not the entire mailing list. Be

careful of the "Big R, little r" issue. The Big "R" is Reply to All, which means a reply to all addressed in the original e-mail. The little "r" is a reply to selected people. Understanding this can avoid potentially embarrassing situations, such as when the recipient list was a list alias (for example, ieeestaff), but you replied to an entire group or office!

- ◆ Always regard e-mail as just one form of communication — not as an alternative to a face-to-face conversation. If the issue is emotionally charged, dialogue is necessary and it should be handled in person. Do not "flame" people on e-mail (see the Technology Definitions article in this issue.) Again, remember that e-mail is a written record that can be saved and forwarded to anyone.

- ◆ If using humor or sarcasm, make sure it is clear what you are doing. Humor often doesn't come across well in e-mail. Try using "emoticons" to express your feelings. For example: :-) = happy, :(= sad, :- o = surprise, and ;-) = humor.

- ◆ Last but not least, always include your signature (name, position, department, e-mail address and telephone number) at the end of e-mail messages.

If used with a combination of common sense, business sense — and above all, courtesy — e-mail can be an effective tool to survive in today's business world.

Are e-mail and you perfect together? We hope this guide will help you become more comfortable using e-mail — just in time for them to change it on you! ◆

What's for lunch?

By Ronda Richards

From coffee and breakfast to soda and lunch entrees (and let's not forget mid-morning and mid-afternoon snacks!), the cafeteria occupies an important part in the daily work lives of the Piscataway staff. To investigate the issues and concerns of the Piscataway employees, I gladly accepted the assignment to get the "scoop" on the cafeteria.

Thinking of a good way to cut to the meat of the story, I headed straight to my co-workers, easy to do as it is common to find them lined up either at the deli/grill counter or around the refrigerators and microwave ovens. In asking those who purchase their lunch why they did so, the consensus was: convenience. Many feel that overall the service and quality is sufficient, although some disagree about whether the prices are uniformly fair. However, some men confess to being bachelors who don't want to cook for themselves.

Introducing the "new" Member Services

by Adrienne White

When you go to the bank, do you feel frustrated because you have to explain yourself to a different employee each time? Wouldn't it be easier if the person handling your account understood your needs?

Member Services wants to give our members that same personalized attention — with staff whose only job is to handle their particular needs. As we strive to meet this goal, we have reorganized to provide service by regional groupings, and many new processes and structures are now in place.

The pilot for this reorganization was the Region 9 Help Desk, which was established to handle the particular needs of members in that region. They needed to communicate with someone who knew the specific issues affecting their region and country. The success of this help desk was due partly to the bilingual staff who supported it and, also, the relationship that evolved between members and the assigned staff.

In the past, Member Services was divided into three basic teams. These teams were organized according to how the member made an inquiry — telephone, e-mail or mailed correspondence. Five teams, guided by a group leader, are now organized to work with the region in which the member resides. Each team's goal is to assist mem-

bers from two IEEE regions. To support these five, a sixth team handles all financial processing, filing and mail-desk tasks.

Each staff member has had extensive training. In this effort, members of the old team structure assisted the new teams in understanding various communication procedures. This, in conjunction with Quality College training, has made each person a valuable asset.

Part of this structuring also included various team projects. The department was divided into teams that examined such topics as: Frequently Asked Questions (FAQs), that will be available on the World Wide Web, forms used in department metrics, probing questions and departmental form letters. These projects were integral to implementation of the new regional focus. As part of this kick-off, each territory gave a party, serving food and beverages typical of their area of the world. For one week, a constant buffet of culture brought the group together—and in a social setting.

Future and ongoing projects are: presence of Member Services staff at region meetings and conferences and further participation in member development.

As Member Services continues to change its focus from global to regional, the goal is to become part of the "best support staff of any professional organization in the world." ◆

Next I headed to those who routinely bring their lunch. This category seemingly was comprised of active consumers: new homeowners, parents and folks on a budget. Many stated that personal convenience is a factor, since lunches for others are already prepared in their household. Some said their own cultural or dietary choices are not available through the cafeteria. But the bottom line for many is price, although some confessed to brown bagging while still purchasing a side dish from the cafeteria.

To discuss concerns expressed by lunch buyers about healthier preparation, and international and vegetarian selections, I went straight to the top and spoke with Brock Cafeteria Manager, John Hunt. John has headed Brock's IEEE location for about a year. Formerly working in the health care industry, John has had a new vision for the cafeteria: to build a staff of knowledgeable, friendly and service-oriented people. John has also tried to implement many new programs such as the hot bar, fat-free items and new soups (made from scratch, not yesterday's leftovers with added base.) He

admits to meeting resistance with or apathy to some of the changes. Most notably fat-free has not gone over well. John wants it known that Brock operates the cafeteria as a benefit for employees; the cafeteria is subsidized by the Institute in an attempt to keep prices moderate. Also, he is there to listen to people's concerns and suggestions and is not afraid of criticism. In some cases he has personally assisted employees with special dietary needs. Elsewhere in the IEEE, convenience seems to be the key for lunch. In speaking with co-workers in New York and Washington, they agree. Because these offices are in downtown locations, many employees can frequent an assortment of restaurants. But Washington has a small lounge with tables and chairs, a microwave oven and refrigerator to accommodate brown baggers. In New York, where employees can take advantage of dining at the UET cafeteria, the office also has a microwave oven and refrigerator.

So, with all these choices, what are you doing for lunch today? ◆

FAP: your guide to home buying

by Ginger Sanchez

Home buying is a major experience for anyone. Exciting, joyous, yet at times frustrating! So much to do, so much to know, and so much to learn about buying, selling and financing!

Whether you're shopping for a starter home or moving on to your next home, the Financial Advantage Program offers staff members a full range of mortgage financing options, as well as a fast decision, reduced closing costs and more.

Even before you start to shop for a home, the Chase Preferred Mortgage Program can provide you with pre-approval so you'll know the loan amount to expect, as well as the price range to shop in for your new home. Additionally, the Weichert Realty Program offers staff the advantage of "getting cash back" on the purchase and/or sale of a house. You can also save up to 40-48 percent on your moving costs with North American Van Lines.

Once you have chosen your future home and are under contract, the financing process becomes critical. Some standard documents may include:

- ◆ W-2 statements for the past two years and the current month's pay stub
- ◆ Canceled checks for the last 12 months mortgage history or the last six months rental history
- ◆ Two-year history of employment addresses
- ◆ Contract of Sale and legal description
- ◆ Last three months bank statements for all accounts
- ◆ Addresses, account numbers, balances and monthly payments or most recent statements for open loans
- ◆ Loan numbers, addresses, balances and monthly payments for owned real estate
- ◆ Social Security numbers
- ◆ Payment for credit report and appraisal
- ◆ Photo ID

Preparation is the key! Get your documents in order early.

For additional details on these home-related programs, call Maria Mantione, ext. 6359 or Ginger Sanchez, ext. 5329. ◆

Technology definitions

by Kathy Kowalenko

Almost daily, we see new computer terms for the Internet. To help you through the word maze, *The Staff Circuit* is providing definitions for some of the more common ones.

Archie, *n.* 1. a protocol enabling information searches at FTP sites. 2. any program implementing this protocol.

Browser, *n.* the software used to navigate the Web.
FAQ, *n.* Frequently Asked Questions: a list of common questions, with answers provided, especially to new users of many newsgroups.

flame, *n.* an act or instance of angry criticism or disparagement.

— *v.i.*: (especially in a newsgroup) to behave in an offensive manner; rant.

— *v.t.*: (especially in a newsgroup) to insult or criticize angrily.

FTP, *n.* 1. File Transfer Protocol: a software protocol for exchanging information between computers over a network. 2. any program implementing this protocol. — **FTP site**, *n.* a place that stores documents that may be accessed through FTP.

Gopher, *n.* 1. a protocol for a menu-based system of accessing documents on the Internet. 2. any program implementing this protocol.

Home Page, *n.* the first document of a Web site.

HTML, *n.* HyperText Markup Language: the language used to write World Wide Web pages.

Hypertext, *n.* the computer language that the Web is based on. Hypertext allows information to be presented in a linked, nonsequential format so that a user can access information from several points of entry.

list server, *n.* any program that distributes messages to a mailing list.

Listserv, *n.* a specific list server: the most common list server on the Internet.

mailing list, *n.* a list of e-mail addresses to which messages, usually on a specific topic, are sent.

majordomo, *n.* a program that distributes messages to a mailing list.

netnews, *n.* the messages or programs associated with a newsgroup.

newsgroup, *n.* a discussion group on a specific topic, maintained on a computer network or bulletin board.

post, *n.* a message sent to a newsgroup. — *v.t.*: to send (a message) to a newsgroup.

telnet, *n.* Often capitalized. a protocol for connecting to a remote computer on the Internet.

thread, *n.* a series of posts on the same subject.

Usenet, *n.* a large group of networks and computers that organizes messages by newsgroup: a branch of the Internet.

World Wide Web, *n.* a system of extensively interlinked hypertext documents: a branch of the Internet. Also **WWW**, **W3**, **the Web**.

This list was compiled using the Copy Editor, August/September 1995 issue and entries in the Random House files and are copyright © 1995 by Random House Inc.

Department close-up:

Showcasing our products and services

by Debbie Williams

"To work with each IEEE department to create and execute a marketing plan that achieves their annual and long-term business objectives."

This is the IEEE Marketing & Sales & Customer Service's mission statement, and a challenging one at that! The staff strives to fulfill this mission in three integrated ways: through member and individual marketing; institutional sales; and creative services.

Member and Individual Marketing

The IEEE offers a wide variety of products, such as books, standards, conference proceedings and self-study courses, to help members advance their careers or stay up to date on industry advances. In addition,

Press books if members purchase them using their IEEE card. According to manager Pam Hoffman, "These programs benefit everyone. Card users get an additional discount and Press sells more books."

Marketing & Sales & Customer Service also helps to create an IEEE presence at trade shows and society conferences, coordinating more than 250 exhibits a year. These events are important, notes manager Sherri Kovar, since nearly one fifth of new members are recruited through conferences.

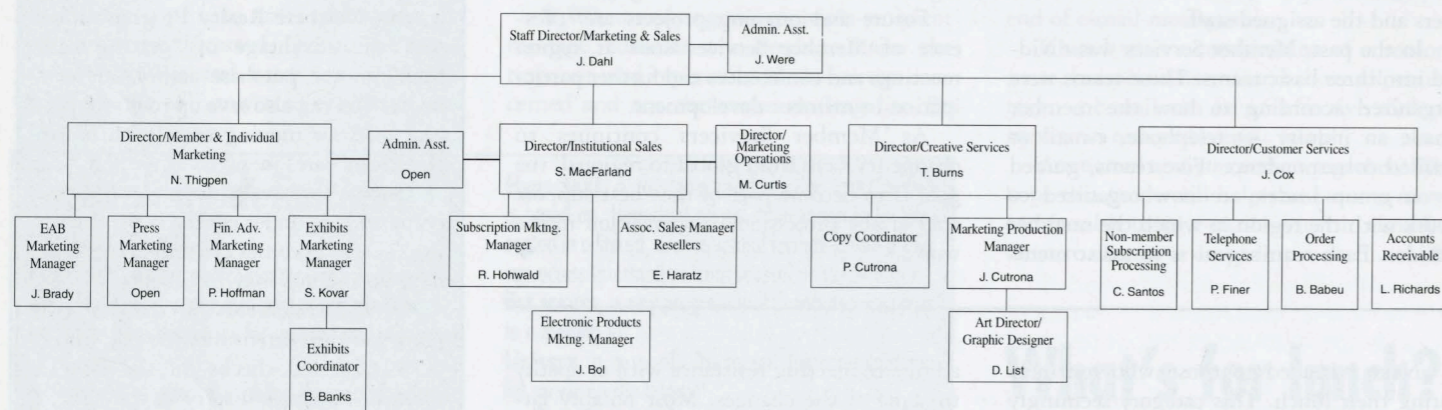
The exhibit schedule is available on the internal Gopher under Department News in the Marketing section. Sherri urges staff to let her or Beverly Banks know if any department is interested in attending a conference and showcasing their products.

IEEE/IEE Electronic Library. This CD-ROM package contains all the IEEE's periodicals since 1988. Composed of nearly 200 CDs and over 2,000 publications, this full-image database gives users access to a huge body of information in an indexed form. Scott sees this project as a major step in catapulting the IEEE into the world of electronic publishing.

Creative Services

All this marketing to members and non-members requires highly creative promotion — and that's where Marketing & Sales & Customer Service's Creative Services department fits in. This department is charged with creating and executing the promotional campaigns behind all of the IEEE's products. As director Terry Burns puts it, "Cre-

IEEE Marketing & Sales & Customer Service



members qualify for a variety of services as well, including insurance, credit cards and mutual funds. Individual marketing educates members and other professionals about these services through direct mail campaigns, product catalogs and advertisements.

This department also develops targeted mailings to solicit new members. Staffers prepare these packets in a way that, as director Natalie Thigpen points out, "makes someone want to open the envelope and look inside."

Through the Financial Advantage Program, members are offered an array of innovative programs from mutual funds to travel services. (Staff can also take advantage of these special benefits.)

Financial Advantage is busy getting the word out to members on existing services and developing new ways to meet member needs. One new venture offers IEEE credit card holders additional discounts on IEEE

Institutional Sales

Many of us may not realize it, but most IEEE revenue comes from nonmembers — basically academic libraries, corporations and government agencies worldwide. In addition, IEEE books are increasingly available in bookstores around the world. Finally, one of the Institute's core strategic missions is to disseminate our information as widely as possible. To do this requires a highly organized and energetic promotional and sales effort. IEEE's new director of sales, Scott MacFarland, oversees this effort. His staff combines specialists in marketing subscriptions and electronic products with experts at selling to libraries and bookstores. Together, Scott and his team are steadily building the IEEE's critical sales in this market.

Moreover, IEEE's institutional sales are beginning to evolve from print to electronic-based products. In January 1996, IEEE will launch its new electronic product line, the

ative Services is the IEEE's in-house ad agency." These staffers can handle a promotional item from concept to final product, or they can help with any phase of a project, be it a poster or a direct-mail campaign.

The IEEE's Home Page on the World Wide Web and the Institute's membership applications were designed by Creative Service's Debra List. In addition, this department maintains a promotional database that can provide targeted marketing information for any campaign. Creative Services views department managers and volunteer leaders as their clients and strives to provide top-notch, quality results.

As we all know, the Institute is a diverse organization, with a wide array of products and services. IEEE Marketing & Sales & Customer Service promotes and tracks these products and services globally to members and nonmembers — a huge challenge, but one these staffers are tackling with creativity and vigor. ♦

People page

Break a leg!

by Elaine Rosenberg

If you say this while talking to Ken Moore, THE INSTITUTE, or Lee Moore, Press, they might take it very seriously. That's because this IEEE married couple act and direct in their local theaters.

Lee attended the High School of Performing Arts in New York City and minored in theater at Temple University, where she and Ken met.

In 1972 they moved to Nutley, N.J., and Ken began his professional career as a reporter for a local newspaper. Part of his job included reviewing plays produced by the

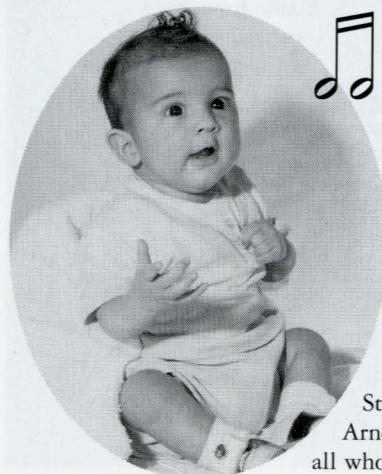


Nutley Little Theatre. Ken suggested that Lee might enjoy attending the meetings and getting involved with the theater group.

• All the world's a stage for the Moores.

Lee followed his suggestion and eventually began playing lead roles in plays, such as "Aladdin," "Pinocchio," "Last of the Red Hot Lovers," "House of Blue Leaves," "Shadowbox," and "Light Up the Sky." She also began directing. Lee says, "Directing is more satisfying to me because I was responsible for the entire production, from lighting to set design."

Meanwhile, Ken became friends with Lee's theater colleagues and took an acting course offered during the summer. It included scene studies, character development, acting exercises and techniques. The Nutley theater gave Ken his first part — in "Detective Story." He also played Teach, a small-



You must have been a beautiful baby!

Who did this cuddly tot grow up to be? (Clue: This N.J. employee just accepted a new delivery to the family.) E-mail your best answer to Kathy Kowalenko and perhaps you'll win a prize for being the first to guess correctly! The identity and winner will both be announced in the next *Staff Circuit*.

The baby in the Fall issue was Bill Anderson, United States Activities. The first person to identify him was Arnette Riddick, also of United States Activities. Thanks to all who participated. ♦

Wedding Bells



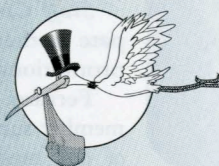
Debbie Cysz, Standards, married Brian Doorley on October 13.
Gale Langseth, Education, married Alex Latzko on October 15.

Gail Macho, Information Services, married Stephen Englert on October 21.

Stork Alert

Rob Davidson, Transactions, has a new daughter. Carey Colby was born on August 28.

Elyse Haratz, Marketing & Sales & Customer Service, had a son. Craig Ethen was born on October 26.

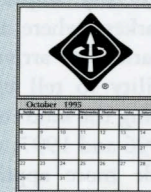


Service Awards

(October - December)

5 Years: John Gulics, Elizabeth Maglori, Janice Porter, Ann Scrupski, Theresa Simonetti, Carole Swaim,

Vicki Waldman, Margaret Walsh, Esroe Williams, Heidi Zazza-Roth
10 Years: Thomas Babicz, Kathleen Burke, Diane De Marzo, Nancy Hollabaugh



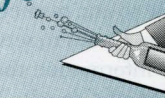
15 Years: Jaime Villanueva
20 Years: Lillian Rozenburgh

Welcome Aboard

Kerry Bedford, Computer Society
Felicia Bell, Regional Activities
Joseph Blair, Shipping
Deborah Blazek, Regional Activities
Barbara Cotton, Transactions
Mary Ann Cunha, Customer Service
Frank Czapor, Quality & Audit
Gail Englert, Information Services
John Griffin, Press
Mary Ellen Hantz, Corporate Activities
Kristin Hull, Computer Society
Cecelia Jankowski, Regional Activities
Al Johns, Building Services
Karen Jongeleen, Customer Service
Catherine Kemelmacher, Communications Society
Yin-Yan Lin, Abstracting & Indexing
Scott MacFarland, Marketing & Sales & Customer Service
Lori Lynne Marriott, LEOS
David Morton, History Center
Alexander Pelaez, Communications Society
Daniel Senese, Executive
Felicia Spagnoli, Spectrum
Glen Spaziani, Customer Service
Deborah Tomaro, Credit & Collections

The Easy Life

Lillian Rozenburgh,
20 years of service



In Memoriam

Joyce E. Farrell, who had been an IEEE staff member for 18 years, died November 22 after a long illness. She was 44.



Born in Brooklyn, N.Y., she had lived in the Fords section of Woodbridge, N.J.

Joyce joined the IEEE in 1977 as an order processor and had held positions of increasing responsibility throughout the Institute. Most recently she was a senior operations administrator in Member Services and, at her death had recently been promoted to supervisor in Information Services.

Surviving are her husband James, her mother, three brothers and four sisters.

The IEEE extends its sympathy to her family. Joyce leaves behind many friends and we will miss her very much.

An interview with Tony Ferraro

by Gale Latzko

Staff Circuit: What did you do prior to joining the IEEE?

Ferraro: I was president of U.S. operations for AND, an electronic publishing company that is based in Holland. Prior to that, I was with Billboard Publications, Inc. (BPI). They publish *Billboard*, *The Hollywood Reporter*, *AdWeek* and many periodicals and books in the entertainment area.

Staff Circuit: How did you become interested in the IEEE?

Ferraro: Actually it's quite parallel. I've been a publisher of magazines, books and directories for more than 20 years, but have been involved in electronic publishing for the last six. With the Institute now moving into the whole area of electronic publishing, we have a large number of periodicals in different formats and we're gravitating toward having them in a single electronic format, as well as hard copy.

Staff Circuit: What would you say is your main goal at the IEEE?

Ferraro: I think it would be to develop our products in a format that is most accessible to our members and to the markets we serve. I want to serve our members first with the information they need to do their jobs.

Staff Circuit: The Web has exploded, bringing with it many more opportunities in electronic publishing.

Ferraro: The Web is a double-edged sword. We want to provide our members with electronic access to information, but the downside is that everyone becomes a publisher, and we can't do the kind of review process done for hard copy. We just have to be aware of what's going on with regard to the Web and be able to have the same type of review process editorially as we do with hard copy publications.

Staff Circuit: How will you do that?

Ferraro: We will accomplish this in a mode that allows us to protect our authors so they can publish their articles, while giv-



ing the IEEE the ability to review the documents and give them our seal of approval. On one hand, we want to disseminate as much information as we can to our members; on the other hand, we want to make sure that we've done the right thing by reviewing what's on line in a nonrestrictive way so it presents the information, but doesn't tell people what they can or cannot do.

Staff Circuit: Do you anticipate further use of the Web as a promotional tool?

Ferraro: Absolutely. In the last member survey, the vast majority of our members said they have access to e-mail and the Internet. So

we are able to get information to our users, providing them with instant access. That is especially important in the international markets, where it takes so long for our publications to arrive. Also, it gives them the ability to tell us instantly whether we're doing the kinds of things that they want. In 1996 and 1997, we will be working to provide more applications-oriented material. The practicing engineer is looking not only for theory, but applications. The more quality information that we can deliver to our members and the quicker we can get it to them, the better we serve our members.

Staff Circuit: That seems to be the whole principle behind what we do here.

Ferraro: Yes. The IEEE's top priority for everyone is customer service. Our customers are, in fact, our members. They have to be our first priority. Publications' piece is providing information to our membership.

Staff Circuit: Having said all that, do you have any other visions?

Ferraro: Being new to the IEEE, my main objective right now is to accomplish some of the visions that my predecessor, Phyllis Hall, had. I want to take all this information, add to it and get it out to our members — eventually giving them access to it 24 hours a day, in hard copy or electronically. ♦

THE STAFF *Circuit*

Editorial Board

Editor-in-Chief
Kathy Kowalenko

Coordinator
Judy McDonald

Review Board
Don Curtis
Helen Horwitz
Bob Wangemann

Design/Layout
IEEE Magazines & Newsletters

Reporters

Electronic Products
Reggie Hands

Accounting, Purchasing and Marketing
Jennifer Reid

*Communications Society
and Office Support, New York*
Diane DeMarzo

Corporate Communications
Kathy Kowalenko

Customer Service
Linda La Motta

Education and History Center
Gale Latzko

Finance and Travel
Ginger Sanchez

Human Resources, Corporate and Executive
Stella Paone

Information Services
Susan Dorfman

The Institute
Craig E. Engler

Magazines
Ann Scrupski

Member Services
Adrienne White

Press and Special Editorial
Carrie Briggs

*Proceedings, Reprints
and Publication Administration*
Elaine Rosenberg

Quality College
Anne Marlotte

Regional Activities and Mailroom
Laura Durrett

Shipping & Warehouse
Mike Rocuzzo

Standards
Karen McCabe

Technical Activities
Jayne Cerone

Transactions and Journals
Ronda Richards

U.S. Activities, Washington, D.C.
Debbie Williams

GRANTLAND®

