The Echosulting Commissionaires

Behavior Pattern
The Echosulting Commissionaires are professional consultants who specialize in telling their clients what they already know in terms they want to hear. Their analytical tools are (1) dittomel:analysis and (2) retroanalysis (analyzing past events for the purpose of finding a scapegoat). Their megamasticated reports are used primarily to gain support for weak positions.

Habitat
Though Echosults can be found flustering, pom-pasting, ground-pecking, and leaving their marks around government agencies, corporate headquarters, and other financially rich feeding grounds, the Echosulting Commissionaires operate only as members of blue-ribbon commissions, exalted study committees, and presidential task forces. They can also be seen working at night with word processors, Roget's Thesaurus, and Boren's Fuzzy File.

Plummage
Dignified phoniness.

Song
Warbled version of the Boren Aria: Nothing is impossible until it is sent to a committee.

—Jim Boren
Mumblepeg, February 1983

Keynoter for PCC84

Dr. John D. Ryder has accepted our invitation to be the keynote speaker at PCC84 in Atlantic City. He will give his talk at the awards luncheon on October 11. Dr. Ryder is a Fellow of the IEEE and chairman of the task force for the 1984 centennial program.

He has held academic positions at Iowa State University, the University of Illinois, Michigan State University, and the University of Florida. During 1966-68 he served as Vice-Chief of the U.S.A.I.D. Higher Education Project in Brazil. He has written seven textbooks on electronics and circuit theory, published numerous technical papers, and has received at least two dozen patents.

Dr. Ryder was elected to the Board of Directors of the IRE in 1965, became President in 1965, and was IRE Editor during 1968-69. He was a member of the merger committee that helped form the IEEE, was on the Board of Directors of the IEEE, and was the first IEEE Editor. Spectrum magazine was launched under his direction.

Dr. Ryder has been chairman of the IRE and AIEE Education Committees, the IEEE Fellow Award Committee, and the IEEE History Committee. In 1974 he was IEEE Executive Vice President, and in 1979 he received the Institute's Haraden Pratt Award.

—Andrew Malcolm
General Chairman

Centennial Medalists

As part of its 100th anniversary celebration, the IEEE has awarded 1984 Centennial Medals to members who have been selected by IEEE societies, sections, major boards, and other entities for outstanding contributions in their respective areas of activity.

The Professional Communication Society selected three members to receive the medals for their sustained achievements and support of PSC activities:

• Ronald Brolley for his books on technical writing, his Institute-sponsored workshops, and his correspondence course which meets IEEE member continuing-education needs

• James Lufkin for enhancing awareness of the importance of clear communication in engineering and management, and his "missionary" work with plays at IEEE international meetings

• Emily Schlesinger for her professional activities in technical writing, her PCS leadership, and her service as Newsletter editor

Forty-one other members of PCS were cited by other IEEE entities for their contributions to electrotechnology or the allied arts and sciences:

Inside

Agenda for PCC84 .......... 3
IEEE President-Elect Candidates .......... 4
New Members .......... 8
Resume Data Bank .......... 6
Math, Science Lagging .......... 9
From the editor...

- Language is an important concern in technical text. Even among and between engineers and scientists there are language barriers. Technology is often defined in words and phrases that defy translation into conventional or widely understood terms. Everyday language, and even current technical language, often lacks the necessary precision and exactness to describe emerging concepts. In other words, the specialized vocabularies (jargon) in some of the various technologies are useful and necessary. Conscientious authors and educators must either be absolutely certain that their audience really understands the language or they must surmount the language barrier.

The language barrier can be surmounted in two ways. One is to literally translate the technical language, consciously deciding on an acceptable trade-off between technical precision and effective communication. Consulting with technical experts coupled with user testing can effect this translation (R.H. Johnson et al., IEEE Trans. Prof. Commun., PC-25(4), 182-186, Dec. 1982). Such writing is not down to the audience but for the audience. Beldon sometimes clear writing offending or alienate even an interested, highly educated reader.

The other method is to explicitly relate the underlying concepts and principles of the new technology to the audience’s knowledge in other areas and contexts, such as those in a prerequisite course or phase of training (S.B. Dunkle and P.M. Jackson, IEEE Trans. Prof. Commun., PC-20(4), 172-177, Dec. 1980). These two techniques, of course, are not mutually exclusive; they work well together.

- Here are three more communication hot lines:
  - (215) 437-4471, Writing Center Hotline at Cedar Crest College, Allentown, Pennsylvania.
  - (217) 681-5929, Grammar Hotline at Eastern Illinois University, Charleston, Illinois
  - (303) 745-7691, Grammar Hotline at Nova University, Fort Lauderdale, Florida

If you know of other such professional communication links, please send me the information.

... and the associate editor

Summer has arrived in full fury. A beekeeper I know spends his days mowing between bee yards and honey houses, tending hives, and making honey. Occasionally, he has a new hive to assemble—many are new hives are assembled—two wooden boxes, called “supers,” are joined, glued, nailed, and painted; ten wooden frames are assembled to hang inside each super; and a sheet of wax is wound into each frame to provide a smooth foundation for the honeycomb.

Ordinarily, all the hammering and painting takes place during winter months, so the beekeeper can spend his early summer tending the hives he already has and collecting whatever swarms occur. This year, however, summer arrived hot and wet, and the beekeeper ventured out earlier than ever before. The resultant activity looks confusing—and the beekeeper looks weary—but the extra effort is already paying off. He has put

Centennial Slide Show

In conjunction with the IEEE centennial celebration, the Center for the History of Electrical Engineering has produced a slide-tape presentation under the sponsorship of the Centennial Task Force. The show explains the development of the electrical engineering profession, focusing on the lives and experiences of individuals, on the nature of their work and accomplishments, and on the social, technical, and professional environment in which they made their contributions.

The presentation of 10 slides is accompanied by a taped narration, which lasts 33 minutes. Case-studies with either audible sync pulses or audible slide-change cues are available, and a script is also provided for those wishing to give a live presentation. Reservations for the show may be made through Mark Luehr, IEEE Service Center, 445 Hoos Lane, Piscataway, NJ 08854; (201) 981-0060.

Moore Appointed

Lois Moore, PCS vice-president, has been appointed to the new Communications Committee of the IEEE United States Activities Board (USA). She was chosen for her activities and background with PCS and for her job-related skills at the Johns Hopkins University Applied Physics Laboratory.

Early Newsletter Deadline

To ensure that we have a pre-conference issue of the Newsletter, the deadline for the October issue will be three weeks early: August 18. Send your input to the editor. Graphic material is appreciated as much as text. Be sure there is no copyright or reprinting problem with either text or graphics.

Statements by Candidates for 1985 Executive Vice President

The following independently written statements by the two candidates for Executive Vice President, Dr. George P. Rodrigue and Mr. Merlin G. Smith, have been especially prepared for readers of IEEE newsletters. It is hoped that these statements will provide a useful biographical sketch and other statements made by the candidates which appear elsewhere in the IEEE literature and that they will assist IEEE member votes in the election process.

Statement by George P. Rodrigue

The IEEE is primarily a technical organization and has limited financial assets. Unlike a major corporation or government agency, IEEE cannot rely on its full-time professionals to carry out most of its programs. However, the IEEE has enormous resources in its volunteers, members, and its professional staff is best utilized by facilitating the voluntary actions of members. Our meetings and conferences are successful because interested and capable engineers volunteer both time and talent. Our publications are pre-eminent in many fields because reviewers, authors, and editors volunteer their efforts. In the professional area members work together, informally, before government agencies, and lobby with local school boards, and the aggregate of individual member representations has substantial power.

The IEEE has a good track record, but much remains to be done in making the engineering profession a rewarding life-long career. One of the most important functions of the IEEE Board of Directors should be to promote programs that foster collective and mutually supportive actions on the part of IEEE members. The program “Finding Your Way” that I successfully urged the Board to approve last year is one such example. This program builds on data base on the commendations of technically qualified members, and will provide to IEEE members guidance on the best tutorial material available in a broad range of specific technical areas.

Programs in the professional area are also most successful when a heavy infusion of volunteer effort exists. I believe that part of the problem with the AAES is that it has no significant base of volunteer support. A true pooling of the knowledge and talents of engineers from various societies with common professional goals must be achieved. Top-down organizations rarely work on a voluntary basis.

Statement by Merlin G. Smith

It is an honor to be considered for the position of Executive Vice President. Participation in the Executive Committee and Board of Directors affords the opportunity to consider all the interests of the Institute. We are particularly interested in promoting efforts which foster interorganizational or interdiscipline synergies. These and other priorities are:

- Joint industry, government and university programs
- Cooperative activities between Society and Regional entities
- Collaboration amongst regional, technical and education groups in the generation of affordable educational programs
- Contracts with government contractors to an increasing number of members
- Publications to serve a broader audience
- Alliances with foreign organizations
- Individual-reognition programs
- Recognition of Engineering and Computer Science professions
- Responsible participation in societal and governmental forums
- An environment encouraging greater volunteer participation.

One of the specific functions of the Executive Vice President is to chair the Conference Board. As a founder and a current member of this Board, we can be effective in the brief one-year term of office. We also bring the experience as a past chairman of a major conference board, the National Computer Conference Board, chairmanship of the NCC, founder of the Compon Fall symposium, founder of conference workshops and meetings. We have the support and encouragement of our employer, and we are prepared to give it a good effort.
Atlantic City
October 10-12, 1984
Harrah’s Boardwalk Hotel

The Practical Aspects of Engineering Communication

Who should participate
PCC/84 is designed as a forum for engineers, managers, professional communicators, educators, technical editors and writers, graphic designers, production people, video producers and others involved in communication.

Objective
To share ideas and experiences and offer helpful solutions to practical problems related to your work. Emphasis will be on the practical rather than the theoretical aspects of communicating technical and scientific information.

Please preregister me for the conference:

☐ $170 IEEE member
☐ $205 Non-member
☐ Tell me about the single-day and student rates
☐ Send me the complete attendee registration kit.
☐ I can’t attend, so here’s my $22.00 prepublication payment for the PCC 84 Proceedings.

Mail to:
1984 IEEE/PCS Conference
Leon Pickus, MS 127-326
Radio Corporation of America
Mooresstown, NJ 08057

Agenda for PCC84

We have a fully scheduled three-day program beginning with a two-hour workshop on the UNIX operating system at 10 a.m. Wednesday. If you can stay only a day, checking in to the hotel Wednesday evening and registering for Thursday’s events will give you the best value ever offered for one-day attendance at a PCC conference. Topping off the multiple sessions is the Author’s Reception at 6 p.m.—included at no extra charge in the day’s fare.

Of course, we have assembled a program designed to be interesting from Day 1 to Day 3. Right up to Friday afternoon we will be examining communication techniques and attempting to push the frontiers out a bit farther. We will end with a general session open to all who have ideas on how to make future PCCs even better.

Wednesday, October 10, 1984
Registration begins
Workshop I: UNIX Word Processing Operating System
Session I: Improving Information Presentations
Session II: Applications of Persuasion Theory

Thursday, October 11
Registration and Continental Breakfast
Session IIIA: Communicating with Peers
Session IIIIB: New Publishing Techniques, Part 1
Session IVA: Teaching Engineers to Write Well
Session IVB: New Publishing Techniques, Part 2
Luncheon, Awards, Keynote Speaker
Session V: Practical sales Approaches
Workshop II: Listening Skills
Session VI: Maximizing Author Relationships
“Meet the Authors” Evening Reception

Friday, October 12
Continental Breakfast
Session VII: Communicating for Professional Advancement
Session VIIIA: Informing and Motivating Employees
Session IX: Interactive Computers in Communication
Session X: PCC86 and Beyond

—Jack Friedman
Program Chairman

standing—left to right: Andrew Malcolm, PCC84 General Chairman; Jack Friedman, PCC84 Program Chairman; Roger Gitlin, PCC86 Program Chairman; Bill Freed, Conference Exhibits Chairman; Deborah Flaherty, Secretary; Jan Hill, PCC86 General Chairman.

Seated—left to right: Leon Pickus, Treasurer and PCC86 Local Arrangements Chairman; Richard Robinson, Membership Chairman; Lois Moore, Vice-President.

This was taken at the March 16th AdCom meeting at IEEE Headquarters, New York.
Statement by Candidates for 1985 President-Elect

The following independently written statements by the two candidates for President-Elect, Dr. Jose B. Cruz, Jr. and Dr. Bruno O. Weinchsel, have been compiled for readers of IEEE newsletters. It is hoped that these statements will supplement the biographical sketches and other statements made by the candidates which appear elsewhere in the IEEE literature and that they will assist IEEE member voters in the election process.

Statement by Jose B. Cruz, Jr.

Improvement of Technical and Educational Services to Members

Advances in computers, communications, microelectronics, electronic materials, telecommunication, energy, and other areas within the scope of IEEE concern have been dramatic in recent years. IEEE membership trends indicate a significant amount of new material. The nature of our profession demands that lifelong learning, in its broadest sense, occupy a central place in our individual lives.

The IEEE provides an organizational framework through which members can participate more fully in the development of technical services. Publications, short courses, workshops, Society and Regional conferences, and Section/Chapter meetings will continue to extend the educational opportunities which enable us to achieve lifelong learning objectives. In view of the great diversity of our fields of activity and the speed with which these fields change, I believe that we need to deal with new and highly flexible means of service for delivering educational and technical information.

This year the IEEE Publications Board—which I will chair—will provide an expert service called "Finding Your Way." This enables members, who wish to learn a new field, to access a computer system through which members can obtain specific technical information, including short courses, conferences, home study courses, special satellite broadcasts, short courses, IEEE Press books, and on-line access to technical journals and conference papers. I propose to greatly expand this service so that with a personal computer or terminal may obtain a variety of additional information services from IEEE.

Statement by Bruno O. Weinchsel

1. Neatness to Improve Competitiveness: The most important problem confronting the country today where engineers can play a more important role, is the re-establishment of our competitiveness in world trade and upon global markets. This requires the introduction of new technologies into "smoke stack" industries and continuing improvement of the manufacturing processes.

2. Customer Control, Reliability, After-Sales Service and Customer Satisfaction: The management of some companies including Hewlett-Packard and IBM are emphasizing these points, but many others have not yet grasped that we are in a worldwide competition. About 90% of all products used here are subject to foreign competition and this is an element of teaching and training in reliability engineering as well as marketing research. Our private sector management must be improved. Engineers must participate in this effort.

2. Continuing Education of Engineers: Industry must budget for the maintenance of human technical capital. Especially, electrical engineers must be trained so rapidly that continuing education is necessary to stay abreast of current technologies. We must improve the utilization of engineers so that an engineer can use a greater part of his time utilizing his technical knowledge. This requires the development of support systems and sufficient support by including technical committees, tech writers, etc., and adequate facilities.

3. Improvement of Engineering Education: May engineers be more familiar with the importance of industry and the utilization of engineering on a narrow, disciplinary basis while in real life, the required knowledge is inter-disciplinary. In semi-conductor devices, the demarcation between electrical engineering, chemistry, solid-state physics and advanced fabrication processes has practically disappeared. This needs to be reflected in the structure and programs of engineering schools. Since engineers work with other departments as well as the public, they must be able to communicate effectively. This is essential if more engineers are to become leaders in the shaping of policy in industry and government.

4. Long-Term Civil R&D by Industry: About 70% of U.S. R&D is supported by defense and security contracts. While important to national security, much of our nation's R&D is directed to the needs of other countries and their employers, portable pensions, profit rates, and age discrimination; salary surveys and other member opinion surveys; and legislative coordinating committees.

5. Support for Engineering by the National Science Foundation: The NSF supports some 400 engineering education programs in colleges and universities. The NSF has not expanded its support to the point of covering all the institutions, and the NSF's priorities need to be adjusted to meet the needs of the country. We must do more to support the NSF, including the work of Congress and the House of Representatives.

6. Support for Engineering by the National Science Board: The NSF supports some 400 engineering education programs in colleges and universities. The NSF has not expanded its support to the point of covering all the institutions, and the NSF's priorities need to be adjusted to meet the needs of the country. We must do more to support the NSF, including the work of Congress and the House of Representatives.
Hotel for PCC84

Harrah's Trump Plaza, the site of our 1984 conference in Atlantic City, NJ, officially opened on May 14. I visited the hotel on May 17 and it's everything we thought it would be—and more. The $220 million complex includes:

- Six restaurants ranging from the gourmet (and expensive) Ivan's to the fast-food- dumps less expensive Casino Buffet
- A health club featuring extensive Nautilus exercise equipment, sauna, whirlpool, and massage room
- An indoor, heated swimming pool facing the ocean
- Tennis and shuffleboard courts
- Many bars and cocktail lounges, some featuring entertainment
- 633 elegant, comfortable guest rooms (we're holding 175 at a greatly reduced price)
- A nursery and teen center

All the excitement of the hotel's gaming and show areas, the other hotels and casinos along the Boardwalk, the attractions of the surrounding New Jersey areas, nearby Philadelphia, and not-too-distant New York City await you and your family during the after-conference hours.

Your PCC84 committee has put together the best PCC ever, and you can make it the most successful ever:

Register now!

—Leon Pickus
Local Arrangements Chairman

Resume Data Bank

The United States Activities Board (USAB) of the IEEE has inaugurated the Professional Engineering Employment Registry (PEER), a new service to help members who seek employment or who wish to change positions.

According to Richard J. Baccie, USAB Employment Assistance Task Force Chairman, PEER allows members to place their resumes in a data base without charge. Employers will then examine this data base for candidates seeking job openings. Special precautions are taken so that individuals can determine who will see their resumes and whether to remain anonymous.

The system is operated and marketed according to IEEE specifications by JobNet, Inc., a private firm headquartered in Massachusetts. PEER replaces the recently discontinued Professional Abstracts Registry (PAR).


Detailed information on PEER is also contained in the latest edition of the IEEE's Employment Guide for Engineers and Scientists. Unemployed members of the IEEE may receive a free copy by writing to the Washington office, stating that they are unemployed and giving their IEEE member number. The Guide is available to employed members for $7.50 from the IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854; specify your member number and request IEEE Catalog No. UHO 150-4. The price of the Guide for members is $10.00.

How to Write a Book Review

1. Head your review with the following information:

   - Title (in caps and underlined)
   - Publisher and address
   - Place and date of publication
   - Hardcover or paperback or . . .
   - Number of pages
   - Price

2. Start review-body with a "grabber" introductory sentence or paragraph. The review itself must entice the reader into learning about the book.

3. Comment about the author. Discern from content or the book jacket or any other source why the book was written. Comment on the author's background, expertise, or special qualifications to write the book.

4. Summarize the content, plot, or technical material. Give some key teachings of the book.

5. Comment on the content. Draw on your own background to analyze the quality of the content, its veracity, its contribution to the knowledge in the field, and any other aspect from which the content should be profitably viewed.

6. Comment on the format of the book. Its English, its style, its level of writing as compared to the level of reader to which it addresses itself (or the level you think it should have been aimed), and anything else about the book's setup and writing.

7. Who (what audience) will benefit from or enjoy this book? Why?

8. Give a brief synopsis of your background with some indications of why that background qualifies you to comment intelligently on the book.

—EMS Newsletter, Jan.-Feb. 1984


Centennial Medalists
continued from page 9

M. Drummend
Huntsville, NY

S.K. Sankar
Barn, Switzerland

R.W. Emelson
Eugene, OR

C.L. Schneur
Baltimore, MD

P.A. Field
Ottawa, Ontario, Canada

G. Shapiro
Silver Spring, MD

E.K. Gummert
New York, NY

D.B. Sinclair
Boston, MA

T.H. Grier
Shaker Heights, OH

M. Smith
St. Louis, MO

H.H. Hallen
Mayfield Heights, OH

C.E. Spiee
Waterloo, Ontario, Canada

E. Hee
New York, NY

H. F. Storm
Delmar, NY

D.C. Hogg
Kitchener, Ontario, Canada

K.R. Thompson
Salem, VA

J.D. Huddleston III
Atlanta, GA

B. Valle-Sanchez
Barcelona, Spain

F.C. Kohli
Bombay, India

P.B. Wedling
Saratoga, CA

G.F. Kujawski
Woodland Hills, CA

C.B. White
Rockford, IL

G.A. Loebert
New Orleans, LA

R.C.G. Williams
Surrey, England

H.S. Loman
Montreal, Quebec Canada

D.H. Winner
Saratoga, CA

A.S. Lundy
Los Alamitos, NM

L. Winner
Coral Gables, FL

R.C. Winton
London, England

Want to be a Candidate?

The Professional Communication Society is governed by an 18-member Administrative Committee, six of whom are elected each year for three-year terms. The ballot for the 1985-87 terms will be included in the October Newsletter. If you would like to be a candidate, write or phone nominations chairman David B. Dobson, McGregor & Werner, Inc., 6411 Chilham Place, Washington, DC 20012; (202) 722-9246.
New PC-ers January–May 1984

AFRICA
Egypt
Kenya
Okojo, H. O.
Nigeria
Akinlabi, R. O.

CENTRAL AND SOUTH AMERICA
Jamaica
Fung, O.H.
Peru
Campos, L. F.
Trinidad
De Lima, R. C.
Venezuela
Munoz, J. R.

MIDDLE EAST
Iran
Fereidumi, R.
Israel
Benichou, R.
Oren, R.
Satan, C.
Saudi Arabia
Alkhafidh, S.S.
Hag, S. U.
Rehman, K. U.
Soomro, A. M.
Turkey
Ungan, E.

EASTERN EUROPE
Belgium
Tibeaux, M. J.
Denmark
Einersen, H.
England
Ismibati, S. G.
Croche, F.C.
Wood, M. J.
France
Biggins, J. M.
Magne, P.C.
Villaume, T.
Greece
Asterias, D.
Italy
Zerboni, E.
Spain
Bracho, S.
Martin, H. A.
Gonzalez, C. R.
Villar, E. M.
Yugoslavia
Abrahim, G.

California
Alvarez, R. F.
Boyd, P. M.
Eng, B. T.
Gill, E. D.
Halakeh, A.
Haron, L. J.
Ho, C. W.
Keltzohn, J. A.
Koester, E.
Mazzotti, A.
Nassar, F. A.
Niederer, F. V.
Sundaramurthy, K. K.
Tod, T. W.
Ural, G. V.
Vik, G. N.
Wierkamp, E.
Williams, P. L.
Zavala, N. T.
Colorado
Dell, S. A.
Melander, J.
Piezer, W. R.
Spencer, J. R.
Connecticut
Battino, R. J.
Blank, R. G.
McNicholl, A.
Florida
George, J. D.
Georgia
Hughes, U. X.
Illinois
Bennett, A. J.
Berge, R. D.
Christenson, K.
Cook, J. B.
Cox, A. G.
Diederich, S. S.
Jensen, D. R.
Maldonado, G. U.
New York
Butcher, E. J.
Dejaer, J. R.
Ehrenbaum, D. W.
Fidel, J. A.
Figueroa, D. C.
Hambrick, J. B.
Lepkowski, R. T.
Mahan, R.
Osborne, J.
Phaneuf, E.
Williams, G. R.
Wong, G. C.
Maryland
Bunn, C. R.
Crawford, R. B.
Green, J. W.
Meadows, R.
Massachusetts
Abelson, J. H.
Hoffman, M.
Gibbons, K. S.
Mago, G.
Mizuno, D.
Naik, D. K.
Pette, F. E.
Patton, J. E.
Saracini, A. V.
Shapiro, S. F.
Tsang, W. Y.
Michigan
Ferrari, R. L.
Manning, M. G.
Mathies, J. C.
Minnesota
Boyd, D. L.
Dressen, D.
Follingstad, H. G.
Gupta, C. L.
Kuhns, R. C.
Nowak, K. L.
Rames, A. J.
New Hampshire
Combs, H. G.
New Jersey
Ains, S.
Anderson, P. E.
DeMaart, J. R.
Fishbien, D. L.
Himmel, K.
Jensen, R. E.
Maldonado, G. U.
Texas
Gilbert, M. H.
Gold, S. M.
Gray, M. W.
McKinnon, M. J.
Moore, C. E.
Sibbitt, R. M.
Swenson, J. C.
Utah
Floyd, R. D.
Virginia
McClimans, G.
Close, A. B.
Wagner, K. A.
Washington
Naray, J. A.
Wu, E.
Yaver, J.
Wisconsin
Hahn, D. M.
Jarvis, R. E.

—Emily Schlesinger

Test Yourself on Figures of Speech

Match the example with the figure of speech. Answers are on p. 9.
1. alliteration
2. anastrophe
3. apostrophe
4. asyndeton
5. chiasmus
6. enallage
7. hysteron proteron
8. metaphor
9. onomatopeia
10. oxyymoron
11. simile
12. synecdoche

—Charles A. Eldon

Charles A. Eldon, Manager of Capital Equipment for Hewlett-Packard Company, Palo Alto, CA, has been elected President-Elect of the Institute of Electrical and Electronics Engineers. Mr. Eldon was elected at a special meeting of the IEEE Assembly held on May 17 in Boston, MA, to choose a replacement for Dr. Donald D. King, former President-Elect who died in office on March 13. Mr. Eldon assumed the position of President-Elect immediately upon his election and will remain as such until January 1, 1985, when he will take office as 1986 IEEE President.

Mr. Eldon has long been active in the IEEE and served as 1983 Executive Vice-President, a position to which he was elected by the worldwide membership of the Institute. Previously, he was IEEE Treasurer in 1981-82. He also served on the Institute Board of Directors (1979-83), the Executive Committee (1981-83), and has been an IEEE Society President, Section and Chapter Chairman, and an active member of a number of committees including those covering Conferences, Member Benefits, Employees, Audit, Budget, and Investment.

—Charles A. Eldon
New PC-ers January–May 1984

AFRICA
Egypt
Mostafa, A. E.
Kenya
Okoyo, H. O.
Nigeria
Akinwande, R. O.

ASIA
China
Chen, C.-F.
Hong Kong
Lo, W.-S. A.
India
Kanikaz, V. J., Malik, B. B., Rast, E. B.,
Japan
Kawabata, K., Nagai, Y.
North Korea
Ho, L. M., Kim, J. M., Lee, J. H.
South Korea
Oh, S. K., Park, C.-H.

AUSTRALIA
Bowden, G. K., Ly, H.-K.

CENTRAL AND SOUTH AMERICA
Jamaica
Fung, G. F. H.
Peru
Campos, L. F.
Trinidad
De Lima, R. C.
Venezuela
Munoz, J. R.

MIDDLE EAST
Israel
Benichou, R., Oren, R., Sharan, C.
Lebanon
Kettanekhem, J. A., Koteiner, I.
Saudi Arabia
Al-Ahmed, S. S., Al-Haj, S. U., Rehman, K. U.,
Turkmenistan
Ugurlu, E.

EUROPE
Belgium
Tilbeux, M. J.
Denmark
Enersen, H.
England
Emsley, R., F. C., Wood, N. J.
France
Bignon, J. M., Magne, P. C., Violaine, T.
Greece
Stavros, D.
Italy
Zerboni, E.
Spain
Bracho, S., Martin, H. A., Quesada, R. G., Villar, G.
Yugoslavia
Abrash, G.

California
Colorado
Dell, S. A., Melanson, J. L., Pleier, W. R., Spencer, J. R.,
Connecticut
Bieszke, R. J., Blank, R. G., McNichol, A.,
Florida
Brown, J. D.,
Georgia
Hughes, U. X.,
Illinois
Bennett, A. J., Borge, E. D., Christensen, K., Corbin, J. M., Davila, A. G., Diederich, S. S., Perkins, J. R.,
New Hampshire
Combs, H. G.,
New Jersey
Albin, S. M., Anderson, P. E., Deinert, J. R., Jr.,
New York
Butcher, E. J., Jr., Deveney, J. R., Eisenhauer, D. W., Fiedler, A. J.,
North Carolina
Cherry, E. S., Creeds, E. A. D., Harrington, L. L., Miller, G. S.,
Ohio
Johnson, D. E., Piaz, N. M., Schmidt, J. R.,
Pennsylvania
Birling, J. A., Fink, B. B., Reiman, J. M., Sweeney, P. M.,
Tennessee
Lathrop, K. H., McDearman, J. R., Ross, T. M.,
Utah
Floyd, B. D.,
Virginia
McKinnell, G. P., Close, A. B., Wiegler, K. A.,
Wisconsin
Hartig, D. M., Jarvis, R. E.

Maryland
Barr, B. R., Graham, R. B., Green, J. W., Meadows, R.
Massachusetts
Atkinson, J. H., Jr., Baughman, M., Grau, A. W., Hellmer, K. S., Kahn, C. L., Meio, M. D., Niswander, G. O., Peake, F. E., Patton, J. E., Saradin, A. V., Shapiro, S. P., Tsang, W. Y.,
Michigan
Fernett, R. L., Haring, M. G., Mathes, J. C.,
Minnesota
North Carolina
Cherry, E. S., Creeds, E. A. D., Harrington, L. L., Miller, G. S.,
Ohio
Johnson, D. E., Piaz, N. M., Schmidt, J. R.,
Pennsylvania
Birling, J. A., Fink, B. B., Reiman, J. M., Sweeney, P. M.,
Tennessee
Lathrop, K. H., McDearman, J. R., Ross, T. M.,
Utah
Floyd, B. D.,
Virginia
McKinnell, G. P., Close, A. B., Wiegler, K. A.,
Wisconsin
Hartig, D. M., Jarvis, R. E.

Test Yourself on Figures of Speech

Match the example with the figure of speech. Answers are on p. 9.
1. alliteration
2. anastrophe
3. apostrophe
4. asyndeton
5. chiasmus
6. enallage
7. hysteron proteron
8. metaphor
9. onomatopoeia
10. oxymoron
11. simile
12. synecdoche

a. right from the horse’s mouth
b. A mind like a steel trap
c. Parting is such sweet sorrow.
d. I came, I saw, I conquered.
e. The pitter-patter of little feet
f. All hands on deck!
g. Peter Piper picked a peck of pickled peppers.
h. Into the valley of death rode the six hundred.
i. Flowers are lovely, love is flowlike.
j. But me no buts.
k. Milton? Thou shouldst be living at this hour.
l. I’ll murder him, and then I’ll punch him in the nose.

—The Editorial Eye, September 1982
5005 Pratt Street
Alexandria, VA 22312

Charles A. Eldon Elected President-Elect

Charles A. Eldon, Manager of Capital Equipment for Hewlett-Packard Company, Palo Alto, CA, has been elected 1984 President-Elect of the Institute of Electrical and Electronics Engineers. Mr. Eldon was elected at a special meeting of the IEEE Assembly held on May 17 in Boston, MA, to choose a replacement for Dr. Donald D. Ring, former President-Elect who died in office on March 13. Mr. Eldon assumed the position of President-Elect immediately upon his election and will remain as such until January 1, 1985, when he will take office as 1985 IEEE President.

Mr. Eldon has long been active in the IEEE and served as 1983 Executive Vice-President, a position to which he was elected by the worldwide membership of the Institute. Previously, he was IEEE Treasurer in 1981-82. He also served on the Institute Board of Directors (1979-83), the Executive Committee (1981-83), and has been an IEEE Society President, Section and Chapter Chairman, and an active member of a number of committees including those covering Conferences, Member Benefits, Employees, Audit, Budget, and Investment.
Hotel for PCC84

Harrah’s Trump Plaza, the site of our 1984 conference in Atlantic City, NJ, officially opened on May 17. I visited the hotel on May 17 and it’s everything we thought it would be—and more. The $220 million complex includes:

- Six restaurants ranging from the gourmet (and expensive) Ivan's to the fast-food much less expensive Casino Buffet
- A health club featuring extensive Nautilus exercise equipment, sauna, whirlpool, and massage room
- An indoor, heated swimming pool facing the ocean
- Tennis and shuffleboard courts
- Many bars and cocktail lounges, some featuring entertainment
- 613 elegant, comfortable guest rooms (we're holding 175 at a greatly reduced price)
- A nursery and teen center

All the excitement of the hotel’s gaming and show areas, the other hotels and casinos along the Boardwalk, the attractions of the surrounding New Jersey areas, nearby Philadelphia, and not-too-distant New York City await you and your family during the after-conference hours.

Your PCC84 committee has put together the best PCC ever, and you can make it the most successful ever: Register now!

—Leon Pickus
Local Arrangements Chairman

Resume Data Bank

The United States Activities Board (USAB) of the IEEE has inaugurated the Professional Engineering Employment Registry (PEER), a new service to help members who seek employment or who wish to change positions.

According to Richard J. Backe, USAB Employment Assistance Task Force Chairman, PEER allows members to place their resumes in a database without charge. Employers will then examine this database for candidates seeking job openings. Special precautions are taken so that individuals can determine who will see their resumes and whether to remain anonymous.

The system is operated and marketed according to IEEE specifications by JobNet, Inc., a private firm headquartered in Massachusetts. PEER replaces the recently discontinued Professional Abstracts Registry (PAR).


Detailed information on PEER is also contained in the latest edition of the IEEE’s Employment Guide for Engineers and Scientists. Unemployed members of the IEEE may receive a free copy by writing to the Washington office, stating that they are unemployed and giving their IEEE member number. The Guide is available to employed members for $7.50 from the IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854, specify your member number and request IEEE Catalog No. UHO 106-0. The price of the Guide for non-members is $10.00.

How to Write a Book Review

1. Head your review with the following information:
   - Title (in caps and underlined)
   - Publisher and address
   - Place and date of publication
   - Hardback or paperback or . . .
   - Number of pages
   - Price

2. Start review-body with a “grabber” introductory sentence or paragraph. The review itself must entice the reader into learning about the book.

3. Comment about the author. Discern from content or the book jacket or any other source why the book was written. Comment on the author’s background, expertise, or special qualifications to write the book.

4. Summarize the content, plot, or technical material. Give some key teachings of the book.

5. Comment on the content. Draw on your own background to analyze the quality of the content, its veracity, its contribution to the knowledge in the field, and any other aspect from which the content should be profitably viewed.

6. Comment on the format of the book, its English, its style, its level of writing as compared to the level of reader to which it addresses itself (or the level you think it should have been aimed), and anything else about the book’s setup and writing.

7. Who (what audience) will benefit from or enjoy this book? Why?

8. Give a brief synopsis of your background with some indications of why that background qualifies you to comment intelligently on the book.

—IEEE Newsletter, Jan.-Feb. 1984


Centennial Medalists (continued from page 2)

M. Drummond
Harriss, NYT

R. M. Emerson
Eugene, OR

P. A. Field
Ottawa, Ontario, Canada

E. K. Gannett
New York, NY

T. H. Gries
Shaker Heights, OH

H. H. Halley
Mayfield Heights, OH

E. Herw
New York, NY

D. C. Hogg
Kitchener, Ontario, Canada

J. D. Huddleston
Atlanta, GA

F. C. Kohli
Bombay, India

G. F. Kujawski
Woodland Hills, CA

R. C. Leach
New Orleans, LA

H. S. Loman
Montreal, Quebec Canada

A. S. Lundy
Los Alamos, NM

M. Drummond
Harriss, NYT

R. M. Emerson
Eugene, OR

P. A. Field
Ottawa, Ontario, Canada

E. K. Gannett
New York, NY

T. H. Gries
Shaker Heights, OH

H. H. Halley
Mayfield Heights, OH

E. Herw
New York, NY

D. C. Hogg
Kitchener, Ontario, Canada

J. D. Huddleston
Atlanta, GA

F. C. Kohli
Bombay, India

G. F. Kujawski
Woodland Hills, CA

R. C. Leach
New Orleans, LA

H. S. Loman
Montreal, Quebec Canada

A. S. Lundy
Los Alamos, NM

Centennial Medalists

M. Drummond
Harriss, NYT

R. M. Emerson
Eugene, OR

P. A. Field
Ottawa, Ontario, Canada

E. K. Gannett
New York, NY

T. H. Gries
Shaker Heights, OH

H. H. Halley
Mayfield Heights, OH

E. Herw
New York, NY

D. C. Hogg
Kitchener, Ontario, Canada

J. D. Huddleston
Atlanta, GA

F. C. Kohli
Bombay, India

G. F. Kujawski
Woodland Hills, CA

R. C. Leach
New Orleans, LA

H. S. Loman
Montreal, Quebec Canada

A. S. Lundy
Los Alamos, NM

Want to be a Candidate?

The Professional Communication Society is governed by an 18-member Administrative Committee, six of whom are elected each year for three-year terms. The ballot for the 1985-87 terms will be included in the October Newsletter. If you would like to be a candidate, write or phone nominations chairman David B. Dobson, McGregor & Werner, Inc., 6411 Chillum Place, Washington, DC 20012; (202) 722-9246.

Our meeting rooms are spacious and well located on the sixth floor away from the noise of the gaming and restaurant areas.

I was dazzled by the hotel’s elegant decor and impressed by the many open areas, including an outside walkway. You don’t feel “closed in.”
Statements by Candidates for 1985 President-Elect

The following independently written statements by the two candidates for President-Elect, Dr. Jose B. Cruz, Jr. and Dr. Bruno G. Weinschel, have been prepared for readers of IEEE newsletters. It is hoped that these statements will supplement the biographical sketches and other statements made by the candidates which appear elsewhere in the IEEE literature and that they will assist IEEE member voters in the election process.

Statement by Jose B. Cruz, Jr.
Improvement of Technical and Educational Services to Members

Advances in computers, communications, microelectronics, electronic materials, light, energy, and other areas within the scope of IEEE concern have been dramatic in recent years. IEEE members must be aware of this significant amount of new material. The nature of our profession demands that lifelong learning, in its broadest sense, occupy a central place in our individual lives.

The IEEE provides an organizational framework through which members can participate more fully in the total, collectively developed technical services. Publications, short courses, workshops, Society and Regional conferences, and Section/ Chapter meetings will continue to be key vehicles through which we achieve lifelong learning objectives. In view of the great diversity of our fields of activity and the speed with which these fields change, I believe that we need to develop new and highly flexible means of service for delivering educational and technical information.

This year the IEEE Publications Board—which I chair—will provide an experimental service called “Finding Your Way.” This enables a member, who wishes to learn a new field, to access a computer system through a communication network. Members can obtain listings of titles and authors of short courses, conferences, home study courses, special satellite broadcasts, short courses, IEEE press books, and other technical resources. I propose to greatly expand this service so that a member with a personal computer or terminal may obtain a variety of additional information services from IEEE.

Enhancement of Status of Members of the Profession

An important mission of the IEEE is to enhance the status of the members of the profession. This is a crucial mandate for which I strongly support. Although our principal activity in this regard is confined to the United States arena, many professional issues have universal applicability. Thus, we are addressing concerns affecting the status of the profession as a whole. Moreover, we are serving the needs of a large fraction of IEEE members who reside in the United States.

I am very supportive of the USAB on position on career advancement issues involving consideration of policies and regulations, and policies and their employers, portable pensions, patent rights, and age discrimination; salary surveys and other member opinion surveys; and legislative coordination to meet the needs for more position papers to address the major problems facing the profession. Furthermore, I am supportive of the joint USAB/TAB initiatives on: technology policy issues on productivity, technology transfer, energy, the environment, and communications.

As President I will work for the improvement of our technical services to IEEE members through expanded tutorial and educational materials. I will support the creation of a system that provides access to a variety of IEEE information services through a computer network. Overall, I plan to establish a dynamic professional development program to enhance the status of members of the engineering profession.

Statement by Bruno G. Weinschel
1. Necessity To Improve Competitiveness: The most important problem confronting the economy today where engineers can play a more important role, is the re-establishment of our competitiveness in world trade and goods services. This requires that we introduce new technologies into “smoke stack” industries and continually improve the manufacturing processes. Quality control, reliability, after-sale-service and customer satisfaction. The management of many companies including Hewlett-Packard and IBM are emphasizing these points, but many have not yet grasped that we are in a worldwide competition. About 90% of all products used here are subject to foreign competition. The problem of teaching quality, reliability engineering as well as marketing research. Our private sector management must be improved. Engineers must participate.

2. Continuing Education of Engineers: Industry must budget for the maintenance of human technical capital. Especially, electrical engineering changes so rapidly that continuing education is necessary to stay abreast of current technologies. We must improve the utilization of engineers, so that an engineer can use a greater part of his time utilizing his technical knowledge. This requires the support of sufficient support staff including the computer, technical writers, etc., and adequate facilities.

3. Improvement of Engineering Education: Many engineers feel under utilized. Engineering education on a narrow, disciplinary basis while in real life, the required knowledge is inter-disciplinary. In semi-conductors, the demarcations between electrical engineering, chemistry, solid-state physics and advanced fabrication processes has practically disappeared. This needs to be reflected in the structure and programs of engineering schools. Since engineers work with other departments as well as the public, they must be able to communicate effectively. This is essential if more engineers are to become leaders in the shaping of policy in industry and government.

4. Long-Term Civil R&D by Industry: About 70% of U.S. R&D is supported by the federal government. While important to national security, it is not sustainable in a diversified, consumer driven economy. Every engine topped with the amount of and quality of non-defense research. Our industries must perform more long-term R&D in civil products, services, and processes in order to sustain the quality of life both here and in the rest of the world. Technology has improved and must continue to improve health, communications, environment, transportation, cost of energy and utilization of materials.

5. Support for Engineering by the National Science Foundation: The federal government must support both science and engineering. Historically, it concentrated on basic science. Its budget is about $1.5 billion. Grudgingly, within the last six years engineers increased to 10%. Its engineering research is not supportive of industry's new technologies. The need for higher technical education has not been met by NSF. Our technological competitiveness is closely coupled to the quality of our engineers' talent and potential. Excellence in science and engineering is not sufficient. The NSF must improve the support of engineering research and education, resulting in new and better products and services.

Leadership, Not Stagnation

There is widespread agreement that students are not learning enough mathematics and science for the United States to maintain its world leadership in economic and military matters. Rapidly advancing technology and economic competition in a global arena are swiftly causing the obsolescence of old skills and nurturing improved, satisfying new careers and educational opportunities. Students, teachers and industry must be involved to ensure that the next generation of electrical and electronics engineers and as a responsible corporate citizen interested in the improved education of all people in the nation.

Educational requirements and classroom activities are determined by states and local communities, by teachers and school administrators, by PTAs and school boards, and others. Engineers and scientists must work with those who have the primary responsibility for what takes place in the classroom.

You may wonder what you, an interested individual, can do to help solve a problem with such a large number of dimensions as pre-college mathematics, science and technology education. In addition to speaking out on the need for action, you can offer to help local schools and teachers learn more about the principles of engineering and science that are the basis of technological development, and assist them to gain perspective on the technological advances. You can help keep good teachers in the classroom and encourage students to enter education by speaking out to reward teaching excellence with salaries that are competitive with industry. IEEE will soon offer kits to assist you in working with your local educators. These kits will contain materials developed by IEEE in collaboration with other engineering, scientific, and educational organizations.

--IEEE Impact, May 1984

Answers to "Test Yourself on Figures of Speech"
1. 1, 4, 7, 10, c
2. 5, 8, 11, b
3. 6, 9, 12, f

Professional societies can play an especially effective role in helping to mobilize the scientific and engineering communities on these problems. The societies can: priate the main sources through which engineers and scientists identify with their respective professions and frequently have good channels of information with their members. IEEE is no exception in this regard. We can be an activist, both as an organization with a need for educating the next generation of electrical and electronics engineers and as a responsible corporate citizen interested in the improved education of all people in the nation.
Atlantic City  
October 10-12, 1984  
Harrah's Boardwalk Hotel

The Practical Aspects of Engineering Communication

Who should participate  
PCC/84 is designed as a forum for engineers, managers, professional communicators, educators, technical editors and writers, graphic designers, production people, video producers and others involved in communication.

Objective  
To share ideas and experiences and offer helpful solutions to practical problems related to your work. Emphasis will be on the practical rather than the theoretical aspects of communicating technical and scientific information.

Please preregister me for the conference:
☐ $170 IEEE member  
☐ $205 Non-member  
☐ Tell me about the single-day and student rates  
☐ Send me the complete attendee registration kit.
☐ I can't attend, so here's my $22.00 prepublication payment for the PCC 84 Proceedings.

Mail to:  
1984 IEEE/PCS Conference  
Leon Pickus, MS 127-326  
Radio Corporation of America  
Mooresport, NJ 08057

Agenda for PCC84

We have a fully scheduled three-day program beginning with a two-hour workshop on the UNIX operating system at 10 a.m. Wednesday. If you can stay only a day, checking in to the hotel Wednesday evening and registering for Thursday's events will give you the best value ever offered for one-day attendance at a PCS conference. Topping off the multiple sessions is the Author's Reception at 6 p.m.—included at no extra charge in the day's fare.

Of course, we have assembled a program designed to be interesting from Day 1 to Day 3. Right up to Friday afternoon we will be examining communication techniques and attempting to push the frontiers out a bit farther. We will end with a general session open to all who have ideas on how to make future PCCs even better.

Wednesday, October 10, 1984  
Registration begins  
Workshop I: UNIX Word Processing Operating System  
Session I: Improving Information Presentations  
Session II: Applications of Persuasion Theory

Thursday, October 11  
Registration and Continental Breakfast  
Session IIIA: Communicating with Peers  
Session IIIb: New Publishing Techniques, Part 1  
Session IVA: Teaching Engineers to Write Well  
Session IVB: New Publishing Techniques, Part 2  
Luncheon, Awards, Keynote Speaker  
Session V: Practical Sales Approaches  
Workshop II: Listening Skills  
Session VI: Maximizing Author Relationships  
"Meet the Authors" Evening Reception

Friday, October 12  
Continental Breakfast  
Session VII: Communicating for Professional Advancement  
Session VIII: Informing and Motivating Employees  
Session IX: Interactive Computers in Communication  
Session X: PCS86 and Beyond

Standing—left to right: Andrew Malcolm, PCC84 General Chairman; Jack Friedman, PCC84 Program Chairman; Roger Grit, PCC86 Program Chairman; Bill Freyda, Conference Exhibits Chairman; Deborah Flaherty, Secretary; Jim Hill, PCC86 General Chairman.

Seated—left to right: Leon Pickus, Treasurer and PCC84 Local Arrangements Chairman; Richard Robinson, Membership Chairman; Lois Moore, Vice-President.

This was taken at the March 16th AdCom meeting at IEEE Headquarters, New York.
From the editor...

Language is an important concern in technical text. Even among and between engineers and scientists there are language barriers. Technology is often defined in words and phrases that defy translation into conventional or widely understood terms. Everyday language, and even current technical language, often lacks the necessary precision and explicitness to describe emerging concepts. In other words, the specialized vocabularies (argot) or the various technical jargon are useful and necessary. Conscientious authors and educators must either be absolutely certain that their audience fully understands the language or they must surmount the language barrier.

The language barrier can be surmounted in two ways. One is laboriously to translate the technical language, consciously deciding on an acceptable trade-off between technical precision and effective communication. Consulting with technical experts coupled with user testing can help effect this translation (H.I. Johnson et al., IEEE Trans. Prof. Commun., PC-25(4), 185-186, Dec. 1982). Such writing is not done to the audience but for the audience. Beldos does it clear, writing offending or alienate even an interested, highly educated reader.

The other method is to explicitly relate the underlying concepts and principles of the new technology to the audience's knowledge in other areas and contexts, such as those in a prerequisite course or phase of training (S.B. Dunkle and P.M. Jackson, IEEE Trans. Prof. Commun., PC-20(4), 172-177, Dec. 1980). These two techniques, of course, are not mutually exclusive, but they work well together.

• Here are three more communication hot lines:

-(215) 437-4471, Writing Center Hotline at Cedar Crest College, Allentown, Pennsylvania.
-(217) 581-5929, Grammar Hotline at Eastern Illinois University, Charleston, Illinois.
-(303) 745-7691, Grammar Hotline at Nova University, Fort Lauderdale, Florida.

If you know of other such professional communication links, please send me the information.

and the associate editor

Summer has arrived in full force. A beekeeper I know spends his days rushing between beeyards and honey house, tending hives and building boxes. Each swarm will increase honey production and so must be captured. Each swarm requires a new hive to be assembled—two wood boxes, called "super," are joined, glued, nailed, and stained; ten wooden frames are assembled to hang inside each super; and a sheet of wax is wired into each frame to provide a smooth foundation for the honeycomb.

Ordinarily, all the hammering and painting takes place during winter months, so the beekeeper can spend his early summer tending the hives he already has and collecting whatever swarms occur. This year, however, summer arrived hot and wet, and the bees ventured out more than ever before. The resulting activity looks confusing—and the beekeeper looks weary—but the extra effort is already paying off. He has put

Centennial Slide Show

In conjunction with the IEEE Centennial celebration, the Center for the History of Electrical Engineering has produced a slide-tape presentation under the sponsorship of the Centennial Task Force. The show explains the development of the electrical engineering profession, focusing on the lives and experiences of individuals, on the nature of their work and accomplishments, and on the social, technical, and professional environment in which they made their contributions.

The presentation of 10 slides is accompanied by a taped narration, which lasts 33 minutes. Cassettes with either inaudible sync pulses or audible slide-change cues are available, and a script is also provided for those wishing to give a live presentation. Reservations for the show may be made through Mark Lucas, IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854; (201) 981-0060.

Statement by Candidates for 1985 Executive Vice President

The following independently written statements by the two candidates for Executive Vice President, Dr. George P. Rodrigue and Mr. Merlin G. Smith, have been especially prepared for readers of IEEE newsletters. It is hoped that these statements will support the biographical sketches and other information which appear elsewhere in the IEEE literature and that they will assist IEEE member voters in the election process.

Statement by George P. Rodrigue

The IEEE is primarily a technical organization and has limited financial assets. Unlike a major corporation or government agency, the IEEE cannot continue to carry out the costs of research that are part of its programs. However, the IEEE has enormous resources in its volunteer members, and its professional staff is best utilized to facilitate the voluntary actions of members. Our meetings and conferences are successful because interested and capable engineers volunteer their time and talents. Our publications are pre-eminent in many fields because reviewers, authors, and editors volunteer their efforts. In the professional area members will continue to serve before government agencies, and lobby with local school boards, and the aggregate of individual member contributions has no limits.

The IEEE has a good track record, but much remains to be done in making the engineering profession a rewarding life-long career. The current Board of Directors should promote programs that foster collective and mutually supportive actions on the part of IEEE members. The program "Finding Your Way" that successfully urged the Board to approve last year is one such example. This program builds on data base on the recruitment of technically qualified members, and will provide to IEEE members guidance on the best tutorial material available in a broad range of specific technical areas.

Programs in the professional area are also most successful when a heavy infusion of volunteer effort exists. I believe that part of our problem is that the AEEES is that it has no significant office holder or AC of volunteer support. A true pooling of the knowledge and talents of engineers from various societies with common professional goals must be achieved. Top-down organizations rarely work on a voluntary basis.

Statement by Merlin G. Smith

It is an honor to be considered for the position of Executive Vice President. Participation in the Executive Committee and Board of Directors affords the opportunity to consider all the interests of the Institute. We are particularly interested in promoting efforts which foster interorganizational or interdisciplinary synergies. These and other priorities are:

• Joint industry, government and university programs
• Cooperative activities between Society and Regional entities
• Collaboration amongst regional, technical and educational groups in the generation of effective educational programs
• Constituent services to an increasing number of members
• Publications to serve a broader member base
• Enhancing conference as a policy forum
• Individual-recognition programs
• Recognition of Engineering and Computer Science professions
• Responsible participation in societal and governmental forums
• An environment encouraging greater volunteer participation.

One of the specific functions of the Executive Vice President is to chair the Conference Board. As a founder and a current member of this Board, we can be effective in the brief one-year term of office. We also bring the experience of a past chairman of a major conference board, the National Computer Conference Board, chairmanship of the NCC, founder of the Comcon Fall Satellite Conferences, and chair of workshops and meetings.

We support the support of our employers, and we are prepared to give it a good effort.

Moore Appointed

Lois Moore, PCS vice-president, has been appointed to the new Communications Committee of the IEEE United States Activities Board (USAB). She was chosen for her activities and background with PCS and for her job-related skills at the Johns Hopkins University Applied Physics Laboratory.

Early Newsletter Deadline

To ensure that we have a pre-issue conference of the Newsletter, the deadline for the October issue will be three weeks early; August 18. Send your input to the editor. Graphic material is appreciated as much as text. Be sure there is no copyright or reprinting problems with either text or graphics.
The Echosulting Commissionaires

Behavior Pattern

The Echosulting Commissionaires are professional consultants who specialize in telling their clients what they already know in terms they want to hear. Their analytical tools are (1) dittomoanalysis and (2) retroanalysis (analyzing past events for the purpose of finding a scapegoat). Their megamasticated reports are used primarily to gain support for weak positions.

Habitat

Though Echosults can be found fluttering, pontificating, ground-pecking, and leaving their marks around government agencies, corporate headquarters, and other financially rich feeding grounds, the Echosulting Commissionaires operate only as members of blue-ribbon commissions, exalted study committees, and presidential task forces. They can also be seen working at night with word processors, Roget's Thesaurus, and Boren's Fuzzy! Plummage

Dignified phoniness.

Song

Warbled version of the Boren Aria: Nothing is impossible until it is sent to a committee.

—Jim Boren
Mumblepeg, February 1983

Keynoter for PCC84

Dr. John D. Ryder has accepted our invitation to be the keynote speaker at PCC84 in Atlantic City. He will give his talk at the awards luncheon on October 11. Dr. Ryder is a Fellow of the IEEE and chairman of the task force for the 1984 centennial program.

He has held academic positions at Iowa State University, the University of Illinois, Michigan State University, and the University of Florida. During 1966-68 he served as Vice-Chief of the U.S.A.I.D. Higher Education Project in Brazil. He has written seven textbooks on electronics and circuit theory, published numerous technical papers, and has received at least two dozen patents.

Dr. Ryder was elected to the Board of Directors of the IRE in 1965, became President in 1955, and was IRE Editor during 1958-59. He was a member of the merger committee that helped form the IEEE, was on the Board of Directors of the IEEE, and was the first IEEE Editor. Spectrum magazine was launched under his direction.

Dr. Ryder has been chairman of the IRE and AIEE Education Committees, the IEEE Fellow Award Committee, and the IEEE History Committee. In 1974 he was IEEE Executive Vice President, and in 1979 he received the Institute's Haraden Pratt Award.

—Andrew Malcolm
General Chairman

Centennial Medalists

As part of its 100th anniversary celebration, the IEEE has awarded 1984 Centennial Medals to members who have been selected by IEEE societies, sections, major boards, and other entities for outstanding contributions in their respective areas of activity.

The Professional Communication Society selected three members to receive the medals for their sustained achievements and support of PCS activities:

• Ronald Bicic for his books on technical writing, his Institute-sponsored workshops, and his correspondence course which meets IEEE-member continuing-education needs

• James Loflin for enhancing awareness of the importance of clear communication in engineering and management, and his "missionary" work with plays at IEEE international meetings

• Emily Schlesinger for her professional activities in technical writing, her PCS leadership, and her service as Newsletter editor

Forty-one other members of PCS were cited by other IEEE entities for their contributions to electrotechnology or the allied arts and sciences:

Centennial Medals

Inside

Agenda for PCC84 .......... 3
IEEE President-Elect Candidates ........ 4
New Members ........ 6
Resume Data Bank .......... 8
Math, Science Lagging .......... 9

(continued on page 9)