



Newsletter



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Disaster Recovery Planning

BY RAY FLOYD

A company's ability to recover from a disaster depends on one simple thing — planning. The more complete the recovery plan, the better the company's ability to survive the disaster, regardless of the cause of the catastrophe.

In the process of developing the recovery plan, every section of the business has to become part of the team, understanding what is needed for their part of the business to resume business as usual as quickly as possible. In most cases, quickly as possible is meant to be understood as the first 30 to 90 days after the disaster...[Read more.](#)

AdCom News

AdCom Meeting in Indiana

The next AdCom meeting is scheduled for 6-7 March 2009 in Terra Haute, Indiana at Rose-Hulman University. The agenda includes discussions about the budget, a proposal for a new journal, revisions to the constitution and bylaws, and much more.....[Read more](#)

Member News

Eleanor McElwee & Henrich Lantsberg Die

We are very saddened to hear of the deaths of two long-time IEEE-PCS members.

Nominate someone for the Goldsmith award...[Read more.](#)

Project Management

When Passion Meets Recession

Think of the recession for just a moment as a person, let's say Mr. Recession, and that person is someone who has been visiting your house for too long, and you want Mr. Recession to leave and go back to where he came from. In a typical household, how might we get Mr. Recession to leave?[Read more.](#)

IEEE 125th Anniversary

Celebrations Planned

Today's global IEEE celebrates 125 years of Engineering the Future in 2009. From its earliest origins, rooted in the founding of the AIEE (American Institute of Electrical Engineers) and the IRE (Institute of Radio Engineers), the IEEE has worked to...[Read More.](#)



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Feature

Disaster Recovery Planning

BY RAY FLOYD

A company's ability to recover from a disaster depends on one simple thing — planning. The more complete the recovery plan, the better the company's ability to survive the disaster, regardless of the cause of the catastrophe.

In the process of developing the recovery plan, every section of the business has to become part of the team, understanding what is needed for their part of the business to resume business as usual as quickly as possible. In most cases, quickly as possible is meant to be understood as the first 30 to 90 days after the disaster.

While there are generally additional needs in the long term, it is the short term that becomes paramount for the company's on-going business commitment. In the process of setting up a recovery plan, there are four general areas to be considered:

- nature of the disaster
- safety of the employees
- protection of company assets
- customer and supplier commitments

At the start of the planning process, at least two members from each functional area should be identified as the representatives and given the responsibility for developing area specific responses and plans, all of which will be gathered to form the overall *Disaster Recovery Plan* for the company.

Examples of areas that would participate include the following:

- Accounting
- Information Technology
- Human Resources
- Engineering
- Customer Service
- Manufacturing
- Purchasing
- Field Service
- Quality Assurance
- Marketing/Sales
- Site Safety
- Plant Maintenance

Your company might have other functional areas.

It becomes obvious that this is a large effort in terms of the people involved.

The Disaster

The team needs to explore scenarios that identify the nature of the disaster, the extent of damage, and the on-going interruption of services. The disaster may be as simple as the loss of power or water services for an extended period, or as complex as mass destruction caused by hurricanes, tornados, fire, vehicle crashes, and personnel attacks.

In each scenario, the team develops a plan that provides the following information:

- assess the extent of the damage
- plan for employee needs
- protect company assets
- notify customers and suppliers
- determine the immediate needs to return to production

In some cases, the disaster may not be one that directly affects the company property, rather it is a disaster impacting the company employees, for example, the loss of homes or cars due to hurricanes and tornados, or personal injury from any cause.

Another aspect of the recovery plan may be that of prevention. For example, knowing that the facility is located in the path of frequent tornados, what type of weather alerts are available to site safety personnel and what type of shelters are available to employees?

In some cases, you might have sufficient time to alert the employees, releasing them from work so they can go home or to public shelters. At the same time, such alert time might also allow for manufacturing processes to be safely shut down, and for power to be removed at the site source.

After the Disaster

After the disaster has struck and once it is safe to venture into the facility, a small team, usually led by Plant Maintenance and Safety, needs to assess the immediate safety of the area. The team works in conjunction with local authorities to ensure that it is safe for others to move in, to determine what losses have been inflicted, and to ensure any injured personnel are taken care of.

Once the site has been declared safe, the other members of the recovery team can move into their respective areas to assess the extent of the damage, and to determine which of the plan steps are needed to return to production. While that assessment is being made, the Human Resources team can check on the welfare of employees, and inform them of the actions needed for the next few days or weeks.

The recovery team can also implement equipment ordering, activation, or movement to an alternate location, all based on the planning put in place earlier. In many cases, recovery does not mean the purchase of all new equipment or buildings, but rather the repair of damaged goods.

The recovery team can look to the plan for guidance on what steps must be taken to return the facility to production as quickly as possible, placing orders for that minimum set of tools, computers, supplies, etc., needed to resume business. They may also place orders for special equipment that has long lead times, but is not necessary for immediate production.

Conclusion

Disasters can take many forms. The ability of a company to recover as quickly as possible depends on the foresight and effort the company has made in preparing for most eventualities, regardless of the type. It boils down to preparation, the work of planning, planning, and planning. It is a difficult task, but the reward is in the ability to survive the disaster with minimum loss, both in terms of employees and equipment.

One hidden benefit that a disaster recovery plan may have for a company is that they may find their insurance rates reduced, simply because they have thought through the process and are prepared. If you are called upon to act as part of the disaster recovery plan team, do your best; others may survive because of your effort.

Ray has 45 years of industrial experience, and has been part of teams responsible for the development of disaster recovery plans.



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Feature

IEEE 125th Anniversary Celebrations

BY IEEE STAFF AND VOLUNTEERS

Website:	http://www.ieee125.org/
Webcast on Emerging Technology:	http://www.ieee125.org/engineering-the-future/media-roundtable.html 10 March 2009, 10:30 a.m. - 12:00p.m. ET (GMT-5)

Today's global IEEE celebrates 125 years of Engineering the Future in 2009. From its earliest origins, rooted in the founding of the AIEE (American Institute of Electrical Engineers) and the IRE (Institute of Radio Engineers), the IEEE has worked to

- advance the theory and application of electrotechnology and allied sciences
- serve as a catalyst for technological innovation
- support the needs of the profession.

IEEE Today

IEEE is the world's most trusted source for the engineering, computing and technology professions. By bringing together the greatest minds, IEEE fosters innovation and technological excellence for the benefit of humanity. The association continues to attract the best and brightest to help solve the world's most pressing problems and build pride and prestige in the professions.

Through its global membership of more than 375,000 members, including nearly 80,000 students, in 160 countries, IEEE is a leading authority on areas ranging from aerospace systems, computers and telecommunications to biomedical engineering, electric power, and consumer electronics among others.

IEEE publishes 30 percent of the world's literature in the electrical and electronics engineering and computer science fields, has developed nearly 900 active industry standards and annually sponsors more than 850 conferences worldwide.

Significant IEEE Milestones/Facts

On 13 May 2009, IEEE marks its official 125th Anniversary. In 2009, IEEE will celebrate 125 Years of Engineering the Future with a year-long celebration around the globe.

Notable Presidents of IEEE and its founding organizations include the following:

- **Alexander Graham Bell** (inventor of the telephone)
- **Charles Proteus Steinmetz** (fostered the development of alternating current that made possible the expansion of the electric power industry in the United States)
- **Lee De Forest** (invented the Audion, a vacuum tube that takes relatively weak electrical signals and amplifies them. The Audion helped to usher in the widespread use of electronics)
- **William R. Hewlett** (co-founder of the Hewlett-Packard Company)
- **Ivan Getting** (co-credited with the development of the Global Positioning System (GPS)).

The IEEE Standards Association (IEEE-SA) is a leading developer of industry standards in a broad-range of industries, including the following:

- power and energy
- information technology
- telecommunications
- transportation
- medical and health care

- nanotechnology
- cyber security
- and many more

Globally recognized, the IEEE-SA has strategic relationships with the International Electronic Commission, International Organization for Standardization, and the International Telecommunication Union and satisfies all Standards Development Organization requirements set by the World Trade Organization, offering more paths to international standardization.

Detailed and regularly updated information about the IEEE 125th Anniversary is available at www.ieee125.org or contact Erika Larkin, [larkine AT ruderfinn DOT com](mailto:larkine@ruderfinn.com). Learn more about IEEE at www.ieee.org.

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Project Management

When Passion Meets Recession

BY MICHELLE LABROSSE

Think of the recession for just a moment as a person, let's say Mr. Recession, and that person is someone who has been visiting your house for too long, and you want Mr. Recession to leave and go back to where he came from. In a typical household, how might we get Mr. Recession to leave? We might ask the kids to turn up the volume on the things they love to do that drive us crazy. Crank the Metallica up extra loud for ultimate vibration. Practice Guitar Band while Mr. Recession is listening to more doom and gloom on the news. If you don't have kids, but you live with your sweet heart, ignore the fact that Mr. Recession is even in the house and get busy being passionate with whatever you love to do. You get the picture. Basically, unleash your passion and do what you love. Who cares about what the lingering lout Mr. Recession is up to?

Whether you can get Mr. Recession to leave tomorrow, or if he decides to stick around for a while longer, just get on with your life. Use whatever it is you're passionate about to propel you forward, and if your passion is Project Management, this is a tool that can actually help you capitalize on volatile times. Yes, you can actually capitalize on the recession with Project Management.

Top Five Ways to Profit from your PM Passion

1. Create goals with gusto.

Your goals need to inspire you and your team, and they need to be clear and focused. Once you've written down your goals, either personal or for a project, ask yourself what are the biggest barriers to success? How you will jump over those barriers needs to be in your project plan. Don't shy away from what's standing in the way of your success. Instead, call out the barriers clearly and focus every day on how you will overcome them. Be clear and make it measurable because a wise woman once said, "What gets measured, gets done!"

2. Track time and dollars spent with exacting enthusiasm.

Dollars always matter, but when times are tough, they matter even more. It's hard to make decisions about where to cut costs if you can't clearly identify where they are. When you can show your boss and your team exactly where you are, both in terms of time allocated and actual dollars spent, you're speaking their language. Nothing makes upper management more confident than knowing exactly where they are on a mission-critical project.

3. Get that deadline buzz.

You know how good it feels when you're meeting deadlines. It's the buzz of accomplishment, no caffeine necessary. Set deadlines that are real and have impact, so when they are met, they have meaning. Avoid false deadlines. They are the business version of "Crying Wolf." Always use deadlines to measure progress and as an open forum for discussion about what is and isn't working on a team or within a project plan. When you understand what impedes meeting deadlines, you can get answers that not only put your project back on track, but save your organization time and money.

4. Become a project archaeologist.

When you unearth the hidden gems in your project agreement and documentation, you are digging out valuable information for your team going forward. Too many people mistake documentation as busy work instead of using it to get at its real value. When you close out a project, don't literally put it to bed. Instead, ask these questions:

- Did you have enough resources allocated to this project?

- At what points did this project falter and why?
- What was behind the cost variance between our original budget and actual budget?

If you don't capture the intelligence in your documentation, understand it and share it, you've missed a huge opportunity to make you and your team more productive, effective and efficient.

5. Create a consistent and standardized approach to Project Management

I know this seems like a no-brainer, but I see companies every day that expect their people to learn Project Management by osmosis. I know you've seen this too: "Let the new people shadow Susan for a few days because she's a great project manager." This is a good start, but you can't have enterprise-wide impact from Project Management unless you have a consistent way of approaching Project Management. This is why the [PMP certification](#) has become important to many businesses and government. These organizations have started to see the value of having whole teams and whole departments and even entire companies working from the same body of knowledge.

Hug the Bottom-line like Your New Best Friend

So, plug into your PM passion and see what happens when Passion Meets Recession. Think of your bottom-line like the ally it is, and use your PM skills to boost it. The bottom-line is not just for accountants and executives. It's a sure-fire way for project managers to show their value and make themselves a valuable player in any financial discussion.

Get 20% off our Capitalize on the Recession course (this teaches how to profit from PM skills in tough economic times).

Take our Capitalize from the Recession course and put the unsavory houseguest Mr. Recession to work. Use PROMO CODE "pmcapitalist" and enjoy 20% off when you register by April 15, 2009.

Chief Cheetah Podcast Is Yours for the Downloading

Want to hear what Michelle LaBrosse, PMP, and Chief Cheetah has to say about the power of Project Management? Download our podcast at <http://podcast.cheetahlearning.com/podcastgen/> and hear the words straight from the Cheetah's mouth.

About the Know How Network and Cheetah Learning

Copyright (c) 2009, Cheetah Learning. The Know How Network monthly column is written by Michelle LaBrosse and distributed to hundreds of media outlets around the world. Visit www.cheetahlearning.com for more information. You can also get your career in gear with CheetahWare, free Project Management tools from Cheetah Learning.

About the Author

Michelle LaBrosse, PMP, is founder and Chief Cheetah of Cheetah Learning and author of Cheetah Negotiations and Cheetah Project Management. The Project Management Institute selected Michelle as one of the 25 Most Influential Women in Project Management in the World and one of only two women from the training and education industry.

Cheetah Learning is a virtual company and has 100 employees, contractors, and licensees worldwide. Michelle has run her company virtually for the past 20 years, growing it 100-fold in the past 20 years. She credits her success to using Cheetah's Project Management method to better manage people and technology, and has made it fast, easy and fun for more than 30,000 people to learn and do Project Management.

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President's Column

"Technical Information" and the PCS Field of Interest Statement

BY MARK HASELKORN

The field of interest statement of the IEEE Professional Communication Society (PCS) says that "PCS includes the study, development, improvement, and promotion of effective techniques for preparing, organizing, processing, editing, collecting, conserving, teaching, and disseminating any form of technical information by and to individuals and groups by any method of communication." For me, the key phrase here (obscured a bit by the long lists of activities and processes) is "any form of technical information." Are we defined by "technical information" and if so, what exactly makes information "technical?"

A common view is that "technical" is about "facts;" it is about the "real world," not a fictional one. "Technical" writing is precise and reflective of reality, unlike "literary" writing which is emotive and reflective of a subjective perspective. I'm afraid this distinction doesn't work for me, and that I find the limitation of PCS to "technical information" both unclear and overly confining. In fact, I think narrative and storytelling are essential elements of our field.

The general tendency is to see "fiction" as something strange and exotic and "fact" as something that is clear and ever-present. Facts are verifiable measures of the reality that is all around us. Fiction is not verifiable and exists in relatively rare artistic outbursts. For me, it is quite the opposite.

Aldous Huxley compared the brain to a "reducing valve." In ordinary perception, the senses send an overwhelming flood of information to the brain, which the brain then filters down to a trickle it can manage for the purpose of survival in a highly competitive world. Man has become so rational, so utilitarian, that the trickle becomes most pale and thin. (Tom Wolfe)

As T.S. Eliot tells us, "human kind cannot bear very much reality." In this sense, our usual place is within a reduced fiction, and it is reality that is extremely rare.

Perhaps engineers and scientists can relate better to words from Herb Simon, the celebrated computer science researcher. "The elaborate organizations that human beings have constructed in the modern world to carry out the work of production and government can only be understood as machinery for coping with the limits of man's abilities to comprehend and compute in the face of complexity and uncertainty." (1979)

The technical organizations we have constructed are themselves "reducing valves." A technical manager, faced with a complex choice of possible future directions and presented with conflicting "factual" input from expert analysts, will generally choose based on which analyst tells the better story, not which has the stronger access to facts.

What do **you** think about the PCS field of interest statement and its focus on "technical information?" It would be great to hear your thoughts on this or any other PCS issue.

Mark Haselkorn is the current President of IEEE-PCS, and works as Professor and Founding Chair, Department of Technical Communication; Director, Pacific Rim Visualization and Analytics Center; Director, Interdisciplinary Program on Humanitarian Relief at the University of Washington.

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Editor's Column

Surviving Disaster

BY KIT BROWN-HOEKSTRA

The news is full of stories about disasters large and small, natural and man-made, of people surviving against all odds and dying when they should have lived. For years, search and rescue teams have puzzled over the apparently healthy young adult who dies after being lost, but uninjured, for a day or two. On the other hand, equally puzzling are those who survive and often thrive horrific injuries or devastating losses, despite all odds being against them.

Interestingly, in the cases above, preparation had less to do with their survival than attitude. In many philosophical and religious traditions, there is a belief that "what you focus on becomes stronger".

Studies in neurology support this idea; the human brain is bombarded with millions of inputs every second, and yet, we filter out the noise and notice only what we are paying attention to. We've all had experiences that bear this out:

- buying a new car and noticing that many of the cars on the road are the same color
- watching the YouTube video of kids playing basketball as a bear walks through the scene (<http://www.youtube.com/watch?v=2pK0BO9CUHK>)
- being one of several witnesses and everyone having a different story about the same incident

Experiments in learned helplessness show that about two thirds of the subjects learn to become helpless in an inescapable negative situation. Yet, consistently, about one third never become helpless. Seligman et al. determined that this was due to the way the individual thought about the problem at hand. Viewing the situation as *non-personal*, *non-pervasive*, or *non-permanent* facilitated resitance to learned helplessness and enabled constructive problem-solving. For *Star Trek* fans, this is the equivalent of the [Kobayashi Maru](#) experiment that Kirk solved by finding a loophole in the rules.

So, what does this mean in the current "doom and gloom" atmosphere that insinuates itself into our lives via the media? How can we strengthen our abilities to survive a "worst-case scenario"?

- **Tune out and turn it off.** That's right. The little button on the remote that says "Power". Push it. It will be OK. Really. Technology and communication should serve our needs, not the other way around.
- **Be grateful.** Even horrible disasters have some good outcomes. Floods replenish nutrients in the alluvial plains, volcanoes build islands, earthquakes make minerals more accessible, getting laid off means an opportunity to try something new. Even (or perhaps especially) when things look darkest, find 5 things to be grateful for. Some days my list looks like "breathing, my dog, the butterfly that just flew by, sunshine, and rain". If the only thing you can think of is "breathing", write that 5 times. It helps...
- **Keep breathing.** Take 3 deep, cleansing breaths. Do it now as you read this. Fill your lungs slowly and as fully as you can. Hold it for a second. Now, let it out equally slowly. Repeat as needed, focusing on each breath. This increases your oxygen flow and sends calming signals to your brain. Do this especially when you feel yourself getting upset or angry. It will calm you down.
- **Practice constructive problem-solving.** Avoid words like "can't", "never", "always". Instead, turn the words into a positive. This really works. By focusing on the positive, your brain starts thinking creatively about **how** you can do what you need to do. Big problems might seem overwhelming, but you can typically break them down into smaller, more doable chunks.

- **Do one thing.** When you find yourself fretting about all the stuff you need to do, and feel paralyzed by the immensity of your task, narrow your focus. Pick one action that will help you make a small step toward your goal. Do that task. Then, pick another one. If the task is something that involves a disagreeable task like filing, set a timer for 15 minutes. During those 15 minutes, focus on the task. When time is up, you might find yourself absorbed in the task and want to keep going. That's OK. After time is up, it is also OK to go do something more fun.
- **Invest in yourself.** When things are stressful, it's easy to forget all those healthy habits you've learned, and to stop exercising, treating yourself well, etc. Keep doing the things that nurture you. They keep you grounded and better able to face adversity. And, no one will ever care as much about your well-being as you do, so treat yourself well.
- **Invest in your community.** Get to know your neighbors. Volunteer (many small, concrete tasks need to be done; you don't have to give up hours and hours). Pay it forward by being kind and looking for ways to help others. Something as small as a "Hello!" or a smile can make someone's day brighter. You never know how that small gesture will affect the world.
- **Learn something new.** It really doesn't matter what it is: language lessons, pottery, quantum mechanics, knitting, rock climbing, whatever. You never know how that new knowledge will affect your life. It will certainly change your perspective.
- **Read voraciously.** Read things outside of your usual fiction genres or work journals. You might find the answer to a problem in a completely tangential or seemingly irrelevant article, book, or website. Plus, it will greatly boost your trivia score.



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Book/Web Site Reviews

Editor's Note: Several IEEE members have written books of interest to PCS members. If you would like to have it reviewed by a newsletter volunteer, please contact Kit Brown at [pcsnews.editor AT ieee DOT org](mailto:pcsnews.editor@ieee.org).

A Readable Documentation Management Book!

BY JACK DELAND

Hamilton, Richard. (2008) Managing Writers: A Real World Guide to Managing Technical Documentation. XML Press. 280 pgs. ISBN-13: 978-0982219102.

Dick Hamilton's *Managing Writers* is, as its subtitle says, A Real World Guide to Managing Technical Documentation. Unlike a PhD-level study of trends and statistics with iron-clad templates, this book tells it like it really is in the netherworld of doc management, where one never has enough budget, time, or power.

Hamilton sprinkles a few war stories throughout the text, but otherwise, this is a jam-packed no-nonsense guide for managers at all levels (and indeed even in other professions), and those who aspire to be doc managers. The field manual-sized paperback is just right for quick reference or solace on one of those bad days.

You'll find chapters on everything from hiring and firing to must-have project management skills, tracking, scheduling, presenting a business case, getting the most out of vendors, putting a content management system to best use, translation and localization, XML, DITA and DocBook, Web 2.0 and more, all in concise, good-hearted but never too breezy language that always gets to the heart of the matter. Instead of "take it or leave it" prescriptives, the author gives open-ended recommendations backed up by solid, substantive rhetoric.

This book deserves an A- overall; about the only negative is an annoying eruption of typos here and there that undercut the message somewhat. With any luck, they should be caught promptly in succeeding editions. *Managing Writers* is sure to be a favorite among those seeking enlightenment in the rapidly morphing world of tech pubs. A must-have at less than \$25.

Jack DeLand is a practicing IA and lone writer with a software company in Southfield, Michigan. He is best known for a series of lectures, training and books on developing Windows Help systems, and now has interests in user experience and typography/graphic layout. His website is www.jackdeland.com

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Tidbits

Editor's Note: I am always looking for strange, fun, or interesting technical communication tidbits. Please contribute freely.

International Women's Day, 8 March 2009

FROM *NAWBO SMART BRIEF*, 12 FEBRUARY 2009

Nearly a century ago, German labor leader Clara Zetkin had a vision â€” a unified, global movement to press for women's issues. And since the launch of the first International Women's Day in 1911, the worldwide occasion has grown to this year's more than 220 events in over 21 countries.

The growth reflects the increasing economic and political importance of women entrepreneurs, with some estimating women control \$14 trillion in assets that could grow to \$22 trillion over the next 10 years. Across the world, women-owned firms comprise an estimated 25 percent to 33 percent of the business population and the number of women-owned enterprises is growing faster than the economy at large in many countries. [Read more.](#)

Apply Your Technical Skills to Humanitarian Projects

FROM *INSTITUTE ONLINE*, 27 JANUARY 2009

Throughout the world, projects abound that could benefit from your technical skills. Find out how you can apply your skills to a project by reading the information found at <http://bmsmail3.ieee.org:80/u/14059/80052613>.

World Economic Forum Panel on Women

CONTRIBUTED BY *NAWBO SMART BRIEF*, 3 FEBRUARY 2009

Female leaders attending the World Economic Forum in Davos, Switzerland, agreed to collaborate on helping girls and women in developing nations get access to education, jobs and health care. Helene Gayle, CEO of CARE USA, moderated a panel at Davos on "The Girl Effect." "This is the solution to a long list of world messes from poverty and hunger to the spread of HIV and violence -- and in this financial crisis, it's one of the best investments we can make," she said. Read more in the [Forbes/Dispatches From Davos](#) blog.

Surviving a Layoff

FROM *BUSINESSWEEK*, 3 FEBRUARY 2009

The subject of survivor guiltâ€”the despair employees feel when co-workers fall victim to downsizingâ€”comes up during every recession, but 2009 promises a uniquely virulent strain of the affliction. [Read more.](#)

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Job Announcements

Editor's Note: We have had several requests to post job openings. If you would like to post your opening, please send the job announcement in a Word document with minimal formatting to Kit at pcsnews.editor@ieee.org. The jobs will remain on the list until the closing date listed in the announcement.

[Packt Publishing - Freelance Proofreader](#)

[University of Aizu - Assistant Professor \(tenure-track\)](#)

Freelance Proofreader Needed

Position:	Freelance Proofreader
Company:	Packt Publishing Pvt. Ltd.
Deadline:	None
Contact:	Prachi Sudame prachis AT packtpub DOT com
Website:	www.packtpub.com

Description

Packt has been using freelancers to proofread its books. As we continue to grow our title pipeline, we need to have more freelance proofreaders.

The main job of the proof reader is to ensure that texts due for publication are well-written, grammatically correct, accessible, and meet the in-house guidelines.

This is a job for a **Native English Speaker**.

The proofreader will be assigned work by the Editorial Team Leader (ETL).

Skills Required

- Excellent written and spoken English language skills.
- Familiarity with American English
- Strong knowledge of proofreading, syntax, spelling, and formatting skills
- Eye for detail
- Ability to meet deadlines
- Good communication skills
- Ability to work unsupervised, on own initiative

Activities

Book proofreading involves checking the following against the in-house guidelines:

- Language (e.g., grammar, spelling, usage, and punctuation)
- Code (e.g., formatting, continuity of code lines, proper localization of code in the case of translated titles)
- Content (e.g., consistency of style in the case of multi-author books and readability)
- Figures (e.g., resolution and quality; illustrations, captions and text match; localization of figures in the case of translated titles)
- Layout (e.g., use of correct template styles, page set-up, and headers and footers)

Email your CV or résumé directly to Prachi Sudame.

Assistant Professor (Tenure-track)

Position:	Assistant Professor (tenure-track)
	Center for Language Research

Company:	School of Computer Science and Engineering University of Aizu, Japan
Deadline to Apply:	6 April 2009
Start Date :	1 September 2009
Website:	http://clrweb.u-aizu.ac.jp/cms/index.php?page=46&section=1

Faculty Search: Assistant Professor (tenure-track), specializing in English language education, with research interests and expertise in science/engineering discourse, language assessment, corpus linguistics, technical communication, or business English.

Details posted here:

<http://clrweb.u-aizu.ac.jp/cms/index.php?page=46§ion=1>

and here: <http://chronicle.com/jobs/id.php?id=0000592379-01&pg=e>

We don't do standard EFL here. We research and teach the English of computer science/engineering discourse, docs, and culture to prepare students and working professionals to function more effectively in global work environments, including Japanese companies which are increasingly becoming more multicultural and multilingual.

We highly value pioneer spirits who can help us expand English language education into essential new areas with innovative new content and methodologies that can generate exceptional results. Come where the action in Asia REALLY is!

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Society News: AdCom News

AdCom Meeting in Indiana

The next AdCom meeting is scheduled for 6-7 March 2009 in Terra Haute, Indiana at Rose-Hulman University. The agenda includes discussions about the budget, a proposal for a new journal, revisions to the constitution and bylaws, and much more. A summary of decisions will appear in next month's newsletter.

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Society News: Member News

[Eleanor McElwee Dies](#)
[Henrich S. Lantsberg Dies](#)
[Goldsmith Award Nominations](#)

Eleanor McElwee (1924-2008)

CONTRIBUTED BY ED MALONE

Eleanor McElwee, the woman who founded PCS in 1957, died of cancer on Dec. 11, 2008. She was 84. Before her death, I had the opportunity to correspond with her about her career and the early years of PGEWS. I would like to share some of that information with you now.



Eleanor McElwee as a young woman

After graduating from a private women's college in 1944, with a degree in English, McElwee went to work as a junior engineering assistant at Western Electric in New York City. "There was such a shortage of qualified employees in 1944," McElwee wrote, "that companies were hiring any fairly intelligent live bodies, even women, who might be trainable. I joined two other women there who also had the same title.... our job was to check tube specifications and test data, and generally be go-fers for the engineers."

To strengthen her qualifications for the day job, she took night courses in engineering at the Cooper Union for the Advancement of the Sciences and Arts. "You asked what it was like to be the only woman among a bunch of men. Cooper Union was the only place that I was conscious of being different and out of place. And I could tell the men there felt the same way." She quit after the first year.

Rather than move to Pennsylvania with Western Electric in 1947, McElwee applied for a job at Sylvania in Kew Gardens, New York, and was hired as an engineer. Her job at Sylvania was to determine the reliability of sub-miniature tubes, which were used as

fuses in missiles. She and her colleagues developed an innovative protocol for testing the life expectancy of 5,000-hour tubes in only 500 hours.

In March 1950, McElwee presented a paper about this subject at the National IRE Convention in New York City. That paper, "Statistical Evaluation of Life Expectancy of Vacuum Tubes Designed for Long-Life Operation," was later published in the *Sylvania Technologist* (April 1950) and republished in the *Proceedings of the IRE* (February 1951). It led to her membership in IRE (April 1951) and a transfer to the Sylvania department in charge of writing and editing government contract reports.

When Sylvania announced it was moving to California, McElwee went on the job market again. She saw a newspaper ad for technical editors at Radio Corporation of America (RCA) in Harrison, New Jersey. Ads during this period were divided into male and female sections, and the RCA ad was in the "Help Wanted - Male" section.

"By that time, late 1951, electronics companies had access to a larger pool of employees," McElwee told me, "and were prone to consider women only for clerical positions." Nevertheless, she applied and managed to get an interview. She was offered the job on the basis of her work experience, the paper in the IRE Proceedings, and a letter of recommendation from an IRE Fellow.

At the time, the Commercial Engineering Department at RCA's Harrison plant included two technical writers who specialized in data sheets, and several production people. The only other technical editor was Charles Meyer. At first, McElwee assisted engineers with their papers and application notes and edited the *RCA Receiving Tube Manual*, which had to be updated annually. In later decades, she moved into management, supervising the writing and editing group at the Harrison plant and eventually, the entire Commercial Engineering Department of RCA's Solid State Division in Somerville, New Jersey.

In early 1957, by then a senior member of IRE, McElwee organized a group of her colleagues to discuss the formation of an IRE professional group devoted to engineering communication.

"Too many of us had seen audiences leave in despair before the end of presentations at IRE Conventions because they could neither follow the sense of the speaker's presentation nor read the information on his slides. Most of the 'founders' were involved in some way with the communication of engineering information. Some were technical writers or editors at engineering companies. Others were editors of magazines such as *Electronic Design* or even the *IRE Proceedings*. Few were 'working engineers' at the time, but most had been. What they all had in common was the desire to help engineers, and IRE members in particular, to do a better job of communicating their particular accomplishments to other engineers who wanted to know about them...."

"There were probably 8 to 10 people at the earliest meetings. My boss [Charles Meyer] at RCA was one of the founders, which meant that I had great leeway in using company resources to keep in touch with people, set up meetings, etc. Remember, this was mid-1950s. We had no computers, no e-mail, no cell phones. Inter-personal communication was slower and more complicated then."

Herbert Michaelson, a charter member of the IRE Professional Group on Engineering Writing and Speech (PGEWS), which later became IEEE-PCS, once wrote that PGEWS "was organized mainly by Eleanor McElwee." Likewise, Charles Meyer, also a charter member of PGEWS, identified McElwee as "the prime mover in the organization effort."

PGEWS was officially formed in May 1957. At the first meeting of the Administrative Committee, McElwee acted as temporary chairman until a permanent chairman could be elected. That man, Daniel J. McNamara, appointed McElwee as Secretary -- an office she held until 1964 and again from 1968 to 1969. She also served as PGEWS Treasurer from 1960 to 1962 and was a frequent member of the Administrative Committee between 1957 and the early 1970s.

McElwee allowed her IEEE membership to expire on Dec. 31, 1975, which ironically was the day before Emily K. Schlesinger's term as PCS President began. According to Rudy Joenk, Schlesinger was "the first female president of an IEEE Society."

I asked McElwee why she never wanted to be chairman of the group she had helped to start. She was nominated for Chairman in 1959, but declined the nomination.

"The early years of PGEWS were marked by a different time and culture. Women were just beginning to be accepted in other than clerical roles in the engineering field, in much the same way as technical writing and speaking were beginning to be acknowledged as valuable professional skills for engineers. I felt that some potential members might be

more likely to consider joining PGEWS if the chairman was a male, preferably with some sort of managerial title. Besides, as secretary I had a lot more influence on meeting places, agendas, and the like than chairmen who served for a limited time."

Although she never married, McElwee was surrounded by family members in Oregon, where she had moved after leaving RCA in 1979. She worked for another nine years as a technical editor at Tektronix in Portland. "I truly retired almost 20 years ago," she told me, "and I never looked back until I got your letter [in 2007]. Now, looking back, I realize how fortunate I have been. I enjoyed my work, I kept learning new skills, I met interesting and delightful people, and I even got paid well! I wouldn't change a thing."

Henrich S. Lantsberg (1922-2009)



Henrich Lantsberg holding his PCS Schlesinger Award at IPCC 2000 in Cambridge, Massachusetts

Our guide and mentor for PCS outreach and activities in eastern Europe died 20 January 2009 in Moscow. Henrich Lantsberg was born in Moscow 2 July 1922, and was 86 when he succumbed after a long illness.

Henrich became a Member of the IEEE on 1 August 1990 and advanced to Senior Member on 1 November 1993; he became a Life Senior Member on 1 January 2007. He joined the Professional Communication Society in 1994. Additionally, he was a member of the Communications Society for several years and frequently worked with the Broadcast Technology Society. At IPCC 2000 in Cambridge, Massachusetts, he was presented PCS's Emily K. Schlesinger award for service to the society. Earlier that year, the IEEE had presented him a Third Millennium Medal.

At home, Henrich was on the central board of the A. S. Popov Society, in which he also held honorary membership, and was head of its Professional Communication Section, which he founded in 1967. He was a founder and vice-chair (1974-1978) of the committee on informatics of the All-Union Council of Scientific-Technical Societies, and had been a member of the governing board of the Association of Information Workers of Russia since its founding in 1990.

He was vice-chair of the IEEE Russia Section, and chair of its PCS Chapter, which he helped found in 1994 (this was the first IEEE chapter in the Section). All told, he founded or assisted in the founding of 14 chapters in the Russia Section. He was involved in agreements for cooperation and sharing of scientific information between the Popov Society and the IEEE. In 2001, he received a Regional Activities Board award in recognition of dedicated and longstanding service to the work of the IEEE in Region 8 and the Russia Section.

Henrich sought out PCS in New York City in April 1990 on one of his visits to the U.S.; he wanted to "test the waters" for potential cooperation between his PCS and the IEEE PCS. He quickly arranged for four PCS officers to visit Moscow and to accompany him to a conference in Kableshovo, Estonia (with a visit to Tallinn), that fall. In 1991, he arranged for 10 of us to attend a Moscow colloquium on information technology and to visit St. Petersburg. Later that year, we brought Henrich and a colleague, Yuri Gornostaev, to our conference (IPCC 91) in Orlando, Florida, to present a keynote address and later to visit some U.S. technology firms.

In 1992, Henrich invited three of us to a Popov Society meeting and to run professional communication workshops in Moscow and Tallinn. In 1993, PCS and the PC Section of the Popov Society signed an agreement of cooperation. In 1994, Henrich sponsored a group of Russian-authored papers in our *PCS Transactions*. The next year, he arranged the reciprocal publication of a group of PCS papers in the Russian journal *Scientific and Technical Information*. In 2001, we arranged a joint PCS-Popov Society symposium in

Suzdal, Russia, in which 10 members participated, and our joint agreement was extended.

Henrich was a decorated army veteran of the World War II era. Afterward he was sent to the Moscow Military Institute of Foreign Languages, which led to assignment as an interpreter in the Russian Far East.

In 1954, Henrich joined the Institute of Radio-engineering and Electronics of the Russian Academy of Sciences in Moscow where, from 1955, he headed the Science Information Department. He wrote nearly 100 technical papers that were widely published in many journals.

Henrich Lantsberg was an indefatigable organizer and chair of international and Russian conferences, workshops, and symposia—many involving the IEEE—and was host, guide, and interpreter for many foreign visitors. A remarkable and unforgettable man; we will miss him.

Nominations now open for 2009 Alfred N. Goldsmith Award

BY MURIEL ZIMMERMAN, PCS AWARDS CHAIR

Nominations are now open for 2009 Alfred N. Goldsmith Award for Distinguished Contributions to Engineering Communication.

Members of the technical communication community are invited to submit nominations for the 2009 Alfred N. Goldsmith Award for Distinguished Contributions to Engineering Communication. A nomination form, with links to information about criteria for the award and a list of previous winners, is available online at <http://ewh.ieee.org/soc/pcs/index.php?q=node/164>.

Nominations are open until March 1, 2009.

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Society News: PCS Events

Call for Papers for IPCC 2009

BY BRENDA HUETTNER

Proposals are due by 1 February 2009!!!

What do our practical experiences, theories, and research tell us about what constitutes "Po'okela," or "Commitment to Excellence," in the communication of technical information? How can we best define, measure, and achieve that excellence? The 2009 International Professional Communication Conference provides a unique forum for professionals from both industry and academia to explore possible answers and share their ideas and knowledge.

For more information, go to the website: <http://ewh.ieee.org/soc/pcs/?q=node/377> or contact Brenda Huettner at bphuettner@ieee.org.

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Society: Non-Society Events

The following events are listed in chronological order with the earliest events first. This list is by no means exhaustive, but is intended to provide readers with information they may find helpful. It is updated each month.

[SALT 2009](#)[RFID Research Forum](#)[CIO Forum **NEW!**](#)[DocTrain West **NEW!**](#)[Writers UA 2009](#)[ASEE 2009](#)[IEEE Green Technology Conference](#)[CMS-DITA](#)[RFID 2009](#)[Women in Project Management Conference](#)[IMETI 2009](#)[LISA Berkley Globalization Conference](#)[LavaCon **NEW!**](#)

SALT 2009

Conference: New Learning Technologies Conference

Dates: 18-20 February 2009

Location: Orlando, Florida, USA

Website: <http://www.salt.org/salt.asp?ss=l>

Founded in 1972, membership in the Society for Applied Learning Technology® is oriented to professionals whose work requires knowledge and communication in the field of instructional technology. It is a professional society, designed for individual membership participation with classes of membership keyed to the interest and experience of the individual. The Society provides a means to enhance the knowledge and job performance of an individual by participating in Society sponsored meetings, and through receiving Society sponsored publications. It enables one to achieve knowledge for work in the field of applied learning technology by association with other professionals in conferences sponsored by the Society.

RFID Research Forum

Conference: UCLA-WINMEC RFID Research Program

Dates: 24 February 2009

Location: UCLA campus, Los Angeles, CA USA

Website: <http://www.winmec.ucla.edu/rfid/ResearchForum/2009/registration.asp>

UCLA-WINMEC RFID Research Program is organizing a special forum to invite the RFID research community to present their research with the intent of submitting to the

Proceedings of the IEEE. This forum will bring together academics, researchers, industry technologists/practitioners and business/I.T. personnel who are working on research and innovative ideas today that will impact the field of RFID tomorrow. Advanced topics that will further the technology (hardware/middleware/software) and its applications will be presented at this forum. Detailed list of topics is as below.

Potential presenters at this forum will need to apply by sending in a title of their talk, their bio and an abstract to the following email address RFIDForum@winmec.ucla.edu.

This forum is to support the Proceedings of the IEEE (<http://www.ieee.org/portal/pages/pubs/proceedings/index.html>) whereby authors of select abstracts presented at this forum will be recommended to submit their complete papers for a special issue of Proceedings of the IEEE on RFID. The title of the special issue will be called "RFID - A Unique Radio Innovation for the 21st Century."

CIO Impacts Forum

Conference: CIO Impacts Forum
Dates: 25 February 2009
Location: UCLA, Los Angeles, CA, USA
Website: <http://www.cio-conference.ucla.edu/2009/>

CIOs from Fortune 1000 companies will gather at the CIO Impacts Forum to be held at UCLA in Los Angeles, CA, on Feb 25, 2009. This event which is now in its 6th year will provide the opportunity to network with top executives and peers and attend presentations that discuss the progress made in Services for the Enterprise and investigate the opportunities for new classes of Services that are emerging as a result of technological advances in Cloud Computing, Security, Mobility and Wireless.

DocTrain West

Conference: DocTrain West
Dates: 17-20 March 2009
Location: Palm Springs, CA, USA
Website: <http://www.doctrain.com/west/>

Now in its 10th year, the DocTrain Conference Series brings together industry professionals, management, vendors, standards bodies, and others interested in learning about the latest tools, processes, and technologies for technical communicators.

Two Days of Software and Skills Development Workshops included in the price!

Paid registration includes two days of conference presentations, case studies, and panel discussions, as well as, access to 2 days of hands-on pre-conference and post-conference software and skills training workshops at no additional cost.

Writers UA 2009

Conference: Writers UA: Training and Information for User Assistance Professionals
Dates: 29 March - 1 April 2009
Location: Seattle, Washington , USA
Proposal Due: 27 February 2009
Website: <http://www.writersua.com/ohc/>

The conference goal is to continue to provide an event with the most comprehensive and timely information specifically designed for user assistance professionals. The event covers all aspects of information and training as a means of support for software users and toward a better user experience.

The conference is entering its 17th year and will offer 70 topics from over 40 speakers. The conference sessions are supplemented by an exhibition, certificate programs, hands-on computer tutorials, and a showcase of innovative projects.

The 2008 attendee roster represented 41 of the United States, 5 provinces of Canada, and 14 other countries. Attendance has totaled over 8,500 people in the past 16 years!

The opening session of the conference features Scott McCloud, creator of the Google Chrome Comic.

The conference topics cover a broad range of key tools, processes, technologies, and techniques.

- DITA, XML, Structured Authoring
- User-centered Design & Usability
- eLearning Tools and Techniques
- Hands-on Computer Tutorials
- Web 2.0 and Interactive UA
- Adobe, Microsoft, Google
- Case Studies

ASEE 2009

Conference:	2009 Northeast American Society of Engineering Education Conference
Dates:	3-4 April 2009
Location:	University of Bridgeport, Bridgeport, Connecticut, USA
Proposal Due:	27 February 2009
Notification:	6 March 2009
Final Paper and Registration:	20 March 2009
Website:	http://asee2009.org/call-for-papers.aspx

Engineering in the New Global Economy

In the coming years, our world will continue to face economical, environmental and energy related problems. How is Engineering and Engineering Technology Education responding to the needs of our society and the world? This will be the theme for an exhilarating and thought provoking weekend of professional workshops, presentations, and discussions at the University of Bridgeport.

The Spring 2009 Conference for the ASEE Northeast Section is soliciting manuscripts and posters which address the various challenges and paradigms in this technological world through research and instructional programs in Engineering and Engineering Technology education. There are three conference tracks:

1. Regular/faculty papers
2. Student papers
3. Student posters

IEEE Green Technology Conference

Conference:	IEEE 2009 Green Technology Conference
Dates:	16-17 April 2009
Location:	Lubbock, TX USA
Proposal Due:	31 December 2008
Website:	http://www.ieeegreentech.org/

There has never been a better time for IEEE professionals to weigh in on environmentally acceptable alternatives and improvements to our traditional energy economy. Wind farms are springing up almost overnight in West Texas. The state of Texas is investing \$5B in grid infrastructure to connect areas with surplus generation to areas of unmet demand. Texas Tech has been identified as a leading provider of training for a workforce to service this growing industry at all levels. At the first IEEE Green Technology Conference we will examine alternative energy sources and energy-reduction technologies and their potential for helping the world meet its growing demand for energy, while reducing carbon emissions.

Conference organizers are seeking technical papers on current and emerging technologies in environmentally friendly energy sources, and on ways to better manage our energy resources.

Topics of interest include the following:

- technical and policy challenges of renewable energy sources
- alternative vehicle power sources
- home automation and energy management
- commercial energy management strategies
- energy usage reduction
- integration of green energy sources into the existing power grid
- social and economic implications of renewable and reduced carbon emission energy sources

CMS-DITA Conference

Conference:	11th Annual Content Management Strategies/DITA North America Conference
Dates:	27-29 April 2009
Location:	St. Petersburg, FL USA
Proposal Due:	1 December 2008
Website:	http://www.cm-strategies.com/callforspeakers.htm

The CIDM and Dr. JoAnn Hackos ask you to consider bringing your best practices to the upcoming Content Management Strategies/DITA North America conference.

We invite you to share your experience building a content management solution in your organization, collaborating with content producers throughout your organization (training, support, engineering, documentation), delivering content in new media, using wikis and blogs to communicate with internal and external customers, and managing change. Management and technical topics are both welcome in the program.

For the DITA NA conference, we welcome discussions of selecting a DITA solution, implementing DITA in your organizations, as well as technical topics about DITA processing, specialization, and so on.

RFID 2009

Conference:	RFID 2009
Dates:	27-28 April 2009
Location:	Orlando, FL USA
Proposal Due:	1 December 2008
Website:	http://www.ieee-rfid.org/2009/index.html

The 2009 International IEEE Conference on RFID addresses key topics and issues related to RF-based identification and communication systems, and will feature keynotes, presentations on technology advances and panel discussions on pressing topics. IEEE RFID 2009 is the third annual conference that brings together researchers and practitioners from both academia and industry to share research results and knowledge in the areas of RFID technologies, their supporting large-scale distributed information systems and their applications.

Once again co-located with the RFID Journal LIVE! 2009 tradeshow and conference, attendees and presenters alike benefit. Authors are invited to submit full 8-page papers in the IEEE conference format presenting new research related to the theory and practice of RF-based identification and communication systems. All submissions must describe original work not previously published or currently under review for publication in another conference or journal. Topic areas of interest include, but are not limited to:

- **Antennas & Propagation:** Antenna theory and designs, channel measurements and modeling
- **Circuits, Devices & Sensors:** Low-power circuit designs, integrated sensors, energy harvesting, non-silicon-based structures
- **Communication Protocols:** Coding, modulation and medium access schemes
- **Security & Privacy:** Cryptographic protocols and privacy-enhancing techniques
- **System Tools:** Tools for the design, deployment and evaluation of RFID systems

- **RF-based Localization:** Novel system approaches, technologies and algorithms
- **RFID System Architecture:** "RFID middleware", large-scale discovery services
- **Policy & Regulatory Issues:** Spectral management, privacy issues, co-existence of RFID systems, social implications of RFID technology
- **Deployment Issues & Concerns:** EMC compatibility, tag recycling, issues in patient safety
- **Applications:** Reports on the introduction and operational experience of RFID applications

Women in Project Management Conference

Conference: 2nd Annual Women in Project Management Conference

29-30 April 2009: Los Angeles, California, USA

10-11 June 2009: Columbus, Ohio, USA

Dates/Locations: 15-16 September 2009: Washington, DC, USA

7-8 October 2009: Atlanta, Georgia, USA

11-12 November 2009: Dallas, Texas, USA

Website: https://www.projectmanagementresourcegroup.com/2nd_Annual_Women_in_PM.php

Where women gather to seek the best of themselves and every woman experiences herself as the leader she was meant to be!

Day 1 & 2 Time: 8:30am-5:00pm (8-8:30 registration/breakfast)
(Breakfast, lunch, snack, and all materials included)

Be sure to attend the FREE Networking Social Event for all attendees from 5:30pm â€” 8:00 pm following Day One (Hors D'oeuvres will be served â€” Cash Bar)

IMETI 2009

Conference: 2nd International Multi-Conference on Engineering and Technological Innovation

Dates: 10-13 July 2009

Location: Orlando, FL USA

Proposal Due: 24 October 2008

Notification: 17 February 2009

Final Paper: 4 February 2009

Website: <http://www.2009iisconferences.org/IMETI>

Engineering activities are based on the development of new Knowledge (scientia), new 'made things' (technÃ©) and/or new ways of working and doing (praxis). Scientia, TechnÃ© and praxis are three important dimensions of a comprehensive conception of Engineering as a whole. Engineering, as Scientia, is mostly developed in academia; as technÃ© is practiced in industry generating technological innovations; and as praxis is carried out in technical and non-technical organizations, supporting managerial activities and technical procedures, via methodical and methodological design and implementation. This is why Engineering provides one of the most solid academic and professional substrata for bridging among Universities, industries and governments.

Publications and conferences related to Engineering are usually oriented to one of its three dimensions. While this is an adequate thing to do when disciplinary focus is sought, it does not represent Engineering as a whole and it misses the very important synergic relationships among the three kinds of engineering activities mentioned above. This is why a group of scholars, professionals and consultants, in the field of engineering, considered the possibility of initiating a publishing process and organizing a conference where presentations will not be reduced to one of the Engineering's dimensions, but to foster the participation of academics, practitioners and managers in the three dimensions of Engineering, in the same conference, or in the same publication, so they can synergistically interact with each other. A consequence of this purpose is the organization of IMETI 2009, and the publication of multiple-author books series, where submissions will be accepted for the presentation of:

- New knowledge (Engineering as Scientia)
- New products and services, i.e. technological innovations (Engineering as technÃ©)
- New technical and managerial methods and methodologies (Engineering as praxis)

- New meta-engineering (Engineering of Engineering activities) knowledge, innovations and methodologies

More details regarding the notion of Engineering and reasoning supporting the definition given above can be found in the article "The Essence of Engineering and Meta-Engineering: A Work in Progress" (Callaos, 2008), which is available at www.iis.org/Nagib-Callaos/Engineering-and-Meta-Engineering.

There will also be corresponding e-conferences during the 15 days before and after the conference, where each session to be included in the conference program will have a corresponding electronic pre-conference and post-conference virtual session for 15 days. In the electronic pre-conference sessions, authors will have access to the papers to be presented at their session and to an associated electronic forum, so they can be better prepared for their face-to-face conference session. Similarly, electronic post-conference sessions will complement and support a follow-up of the respective conference sessions, via an electronic forum and the possibility of evaluating papers presented at the associated session. These evaluations will also support the selection process for the papers to be published in the JSCI journal.

LISA Berkley Globalization Conference

Conference:	Berkeley Globalization Conference (LISA @ Berkeley)
Dates:	3-5 August 2009
Location:	Berkley, California, USA
Proposal Due:	16 March 2009
Notification:	early April 2009
Contact:	Patricia Egan, at patricia.egan AT lisa DOT org
Website:	www.lisa.org

This two-day conference (with an additional day of workshops) will focus on globalization—the business decisions and processes required to do business internationally. This conference aims to bring together researchers examining the phenomenon of globalization and so will consider three primary themes:

The social impact of globalization. How does globalization affect the attitudes and expectations of local communities with regard to goods and services? Does globalization result in leveling of regional difference or does it increase awareness of and response to those differences? Does globalization necessarily involve a center-periphery model, or do recent changes allow for the periphery to challenge the dominance of the center? How can ethnographic study influence globalization in a positive way?

Language and globalization. Language and culture are both a limiting factor in globalization and the enabler for globalization. How do organizations deal with issues of translation and cultural adaptation (localization) when entering new markets? How can demand for language best be met in a cost-effective manner that allows organizations to speak to individuals in their own languages?

Technology. Modern globalization efforts are characterized by a reliance on technical solutions to reduce costs and expand scope. How do technology and technological change impact globalization? What technologies are the most effective in meeting demand? What disruptive technologies are on the horizon?

These themes are to be interpreted broadly and submissions, including multidisciplinary ones, that engage with globalization in a constructive manner are encouraged.

LavaCon 2009

Conference:	LavaCon
Dates:	25-27 October 2009
Location:	New Orleans, Louisiana, USA
Website:	www.lavacon.org

LavaCon is a conference for technical communication managers and project managers. The Call for Speakers is available soon!



Newsletter



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Guidelines

Newsletter Article Submission Guidelines

BY KIT BROWN

Submit articles by the **15th day of the month before publication**. The newsletter is published monthly around the 1st of the month. The [editorial schedule](#) provides the proposed themes for each month. Additional suggestions are always welcome.

For book and website reviews, see also the [book and website review guidelines](#).

If you have questions, comments, or suggestions, please contact [Kit Brown-Hoekstra](#).

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Please do NOT submit articles as LaTeX files. They do not convert to HTML very well, and it's a major headache to ensure that text renders correctly. Also, turn off curly quotes if using Word. Acceptable file formats are .TXT, .DOC, and .RTF. Graphics can be .JPG, .GIF, or .PNG format.

Writing Tips: If you aren't sure how to construct the article, try using the 5-paragraph essay method. (Note: The 5-paragraph concept can be expanded to longer formats, so don't be overly literal about the five paragraphs.)

1. Identify your theme and 3 main points in the introductory paragraph. This lead paragraph should draw readers in and make them want to read on.
2. Use each of the 3 body paragraphs to discuss the one of the 3 main points you identified in the first paragraph. (discuss them in the order that you listed them in the introduction). Show, don't tell. Give examples. If you express an opinion, back it up with evidence.
3. Summarize your thoughts in the conclusion paragraph and provide the reader with any actions that you want him/her to take. (The conclusion should not introduce new information, but should encapsulate what was said in the article and provide recommendations if appropriate.)

Guidelines: Please review the following information when submitting articles or regular columns to the newsletter:

- **Submit articles electronically in MSWord or RTF format to pcsnews.editor@ieee.org.** These formats are more easily available to me than other word processing applications.
- **Provide articles that are 200-1000 words in length.** People tend to scan rather than read in an online environment. Short, well-written and relevant articles will be more beneficial to the audience than longer ones.
- **Provide a short bio (~25 words) and contact information.** Readers want to know about you. At a minimum, write a bio that tells your name, company, primary job title, email address and why this topic is of interest to you or what experience you have in the area you wrote about. (This doesn't count as part of your word count.)
- **Indicate whether the article is time sensitive.** Because of size considerations and editorial schedule, newsletter articles may not be published immediately upon submission, unless it is date critical (e.g., information about the upcoming conference or an article about a current event that relates to technical communication.)
- **Indicate copyright information if applicable.** If you own the copyright for an

article, indicate this with your submission so that we can provide appropriate attribution. If you don't own the copyright, but think an article is interesting, provide the article, along with the contact information for the copyright holder and the name of the publication where it was originally published.

- **Insert the URL into the text so that I can easily create the link.** For example, if you want to reference the w3c, you would say "refer to the W3C (<http://www.w3c.org>) guidelines". Don't create the hyperlink in Word.
- **Provide complete bibliographic information for references.** Include author(s), title, date of publication, publisher, page numbers or URL, ISBN number.
- **Use the (author, date) format for in-text references.** Do NOT use footnotes.
- **Use a friendly, casual tone.** We want to invite people to read and to make the information as accessible as possible.
- **Use 1-inch (2.54 cm) margins; don't indent paragraphs.** I have to reformat the text so it's better to minimize the formatting you include. Instead of indenting, put an extra line between paragraphs
- **Avoid using lots of formatting within the text.** I will have to format the articles for the online environment, so don't put lots of bold and italic in the text.
- **Use subheadings generously.** Subheadings help the reader identify the information that is important to them. Subheads are especially helpful in orienting the reader in the online environment.
- **Use active voice and short sentences.** At least 40% of our audience is outside of N. America. For many members, English is their second (or third) language. Short sentences and active voice are easier to absorb and understand than complex sentence structures.
- **Avoid jargon and "big" words when a simpler term will work.** Approximately 90% of our audience is engineers who need to write effectively on the job. Avoid using writer's jargon, or explain the term in the context. By "big" words, I mean complicated, less commonly used words that may have the same or similar meaning to other, more commonly used words (e.g., instead of "obfuscate", just say "confuse").
- **Avoid idioms.** Idiomatic phrases are those colorful sayings we use to mean something else. For example, "once in a blue moon", "jump right in", "on the fly". Unfortunately, these sayings often have no equivalent in other languages, and can be difficult for non-native English speakers to interpret.
- **Submit graphics as JPGs or GIFs.** Web graphics need to be in one of these formats for most browsers. SVGs and PNGs are not yet universally accepted. If you want graphics included in your article, you need to give me the JPG. Don't just embed it in Word.

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Guidelines

Editorial Schedule for 2008-09

BY KIT BROWN-HOEKSTRA

The following table shows the proposed themes for each issue through the year. If something particularly timely occurs during the year, these themes may change.

If you have questions, comments, or suggestions, please contact [Kit Brown-Hoekstra](#).

Editorial Schedule for 2008-09

Month	Theme
December 2008/ January 2009	Presentations
February	Disaster Planning and Response
March	Communication and Social Networking
April	Technical Reports
May	Proposals
June	Grant Writing
July/August	Globalization/Localization
September	Visual Design
October	Making a Difference
November	Strategic Planning for Techies
December	Best Practices/Standards

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Guidelines

Book and Website Review Guidelines

BY KIT BROWN-HOEKSTRA

Have you read a good book lately? Found a website you can't wait to tell people about? Here's your chance to share your newfound knowledge with your colleagues.

Here are some hints for constructing the review:

1. Include the complete bibliographic information for the book or website immediately after your byline. For example: *Now, Discover Your Strengths* by Marcus Buckingham and Donald O. Clifton. 2001. The Free Press: New York. pp.260. ISBN: 0-7432-0114-0. URL: <http://www.strengthsfinder.com>
2. In 2-3 sentences, tell the reader what the book or website is about and how it relates to technical communication.
3. Provide 2-3 things you got out of the book or website, and if applicable, 2-3 things that you wish they had done differently. Opinions are OK if they are supported
4. Support your opinions using specific examples from the book or website. This analysis should be brief--1-2 paragraphs at most.
5. Conclude with a recommendation of how this information might be useful to the user.

The reviews should meet the following guidelines:

- **Keep it short.** The reviews should be 300-500 words. A couple of paragraphs can tell the reader a great deal about what the book/website is about and why one should read it.
- **Focus on the big picture.** In a short review, there isn't room to go page by page and analyze every detail. Instead, pick out the main themes and write about the overall impression. This style is much more interesting to read.
- **Use an informal, conversational tone.** Pretend you are talking to someone about the book or website, and that you only have one minute to explain it to them. What would you tell them about it?
- **Review the article guidelines.** These guidelines provide more detail about the grammar and style for presenting the information, as well as the format the editor needs to receive the information in.

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