# **The Valley Megaphone**



Newsletter of the Institute of Electrical and Electronics Engineers, Inc., Phoenix Section December 2013, Volume XXVII, Number 12

# Executive Committee 2013

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> Awards Vasudeva P. Atluri, 480-227-8411 vpatluri@ieee.org

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IEEE Phoenix Section on-line updates can be found at <u>http://sites.ieee.org/phoenix/</u> and on LinkedIn at:<u>http://www.linkedin.com/groups?gid=2765918</u>

Please send announcements for the *Valley Megaphone* to Mahesh Shah at <u>mkshah@ieee.org</u> for inclusion in the Section Calendar.

The IEEE Banquet pictures are up at http://sites.ieee.org/phoenix/category/annualbanquet/

All meetings announced in the Phoenix Section Megaphone or on the Phoenix Section Calendar are open to everyone (IEEE members and non-Members)

### Chapters

Signal Processing & Communications Pavan Turaga pturaga@asu.edu

Computer Society Jerry Crow jerry.crow@computer.org

> CPMT Society Vasudeva P. Atluri 480-227-8411 vpatluri@ieee.org

Education Chapter Martin Reisslein, 480-965-8593 reisslein@asu.edu

> EMBS Chapter TBD

EMC Society Harry Gaul, 480-441-5321 harry.gaul@ieee.org

GOLD Shafiul "Jacky" Islam 520-245-9010 shafiul.islam@intel.com

Power & Energy Society Kory Hedman Kory.Hedman@asu.edu

Solid State Circuits Cyndi Recker cyndi.recker@ieee.org

Teacher-In-Service Rickie Currens Rickie.Currens@att.net

Waves & Devices Society Steve Rockwell steve.rockwell@ieee.org

> Life Members Les Daviet II lesdavietii@cs.com

Women In Engineering Shamala Chickamenahalli shamala.chickamenahalli@intel.com

The Valley Megaphone is the newsletter of the phoenix Section of the Institute of Electrical and Electronics Engineers. It is published monthly and reaches about 4000 members. Submit articles, advertisements, and announcements to Surinder Tuli at the above email address. Deadline for announcements and advertisements is the third Friday of the month prior to publication. Advertising Rates: Full page: \$200, 3/4page: \$125, ½ page: \$75, 1/3 page: \$50, 1/4 page: \$25. Change of address/email? Call toll free 1-800-678-IEEE. Please allow 6-8 weeks. Section Web Page is http://sites.ieee.org/phoenix/

# U – News

# (for Student Members)

### **Updates of Student Advisors and Committee Members**

Each Student Branch noted on the right side of this page should review current information on Advisors and Student Committee Members and forward to my attention within this week, as we are reviewing contacts for reporting and activities including Student Monthly Meetings.

S. Diane Smith 602-749-4601 <u>sdianesmith@computer.org</u> Student Activities Chair

# Student Branches

ASU Main, Engineering Chair: Jennifer Taggart 928-581-5198, jennifer.taggart@asu.edu Advisor: Cihan Tepedelenlioglu, 480-965-6623, cihan@asu.edu

> ASU Main, Computer Society Chair: TBD Advisor: Guoliang Xue 480-965-6218, <u>xue@asu.edu</u>

> > ASU Polytechnic Chair: TBD Advisor: TBD

DeVry, Phoenix Chair: Lori Renaldi lorirenaldi@computer.org

Advisor: Diane Smith dsmith2@devry.edu

DeVry, Computer Society Chair: TBD Advisor: Diane Smith dsmith2@devry.edu

NAU, Engineering Chair: TBD Advisor: Niranjan Venkatraman <u>v.niranjan@ieee.org</u>

Embry-Riddle, Prescott Chair: Lisa M. Ferguson FERGUSL2@my.erau.edu Advisor: John E. Post postj@erau.edu

# U – Newsbytes

# ASU Polytechnic is currently seeking Advisor for the Student Branch. Please email Diane (at email address above) with Recommendations.

The Department of Computer, Electrical, and Software Engineering at **Embry-Riddle Aeronautical University** in Prescott, AZ invites applications for a faculty position (tenure-track or tenured) at the assistant or associate professor level. The successful candidate should have a Ph.D. in Computer Science, Software Engineering, Computer Engineering or a related field at the time of employment. Preferred areas of expertise for this position include network, cyber, or computer system security, agile software development, cyber-physical and trustworthy systems, and management and team approaches for building software systems. Apply online at <u>www.erau.edu/jobs</u> and search for positions at Prescott. Contact Professor Post at john.post@erau.edu for further information.

Start your own MicroMouse and compete for cash prizes!

The Section has a full tournament sized MicroMouse maze. Funding for your project may be available. For details contact the Section Student Activities Chair, S. Diane Smith <u>sdianesmith@computer.org</u>



# IEEE Phoenix Section Scholarships

- In 2014 the IEEE Phoenix Section will award \$1000 scholarships to five qualified IEEE Student members.
- For detailed instructions and the scholarship application forms visit: http://sites.ieee.org/phoenix/category/ student-scholarships/
- Application deadline is Sunday January 12, 2014
- Questions contact:
  - Diane Smith: sdianesmith@computer.org

or

# Chuck Weitzel: c.weitzel@ieee.org

The IEEE Phoenix Section Scholarship Program is open to all college or university undergraduate and graduate IEEE Student members in the Phoenix Section currently enrolled in courses identified as subjects within IEEE fields of interest. The scholarship program is designed to attract students without regard or bias as to gender, race, socio-economic, or academic performance level.





# **Upcoming Conferences in November in Region 6**

Due to holidays, there are only 7 conferences in the entire region 6. One is in Hawaii, one in Las Vegas, and 5 in California.

We look forward to the 2014 IEEE International Symposium on Parallel & Distributed Processing Symposium (IPDPS) which will be at the Arizona Grande Resort in May of next year.



# IEEE Components, Packaging and Manufacturing Technology Society Phoenix Chapter

# Wednesday, December 18<sup>th</sup>, 2013 at 6:00 PM

# **Electronic Packaging Challenges in the Medical Device Industry**

# Mark Ricotta Medtronic's Microelectronics Center, Tempe, Arizona

# ABSTRACT

Electronic packaging trends in the medical device industry mirror those of the consumer industry in many ways - cost, size and performance drivers dominate the packaging technology roadmaps. But the unique challenges of the industry can create a significantly different technology landscape. Foundational requirements such as reliability and regulatory oversight result in more selective specialized and in many cases, lagging trajectories, yet the market is pushing towards a transformation to commodity status. This presentation will touch on the trends and challenges of electronic packaging in the medical device industry.

# BIOGRAPHY

Mark Ricotta is currently the Process and Packaging Development Engineering Manager at Medtronic's Microelectronics Center in Tempe, AZ. His group is responsible for delivering new electronic packaging technologies and processes and for influencing manufacturing strategies that provide differentiation and competitive advantage for Medtronic. Prior to his current role, Mark held various manufacturing and development engineering leadership positions with a strong focus in interconnect technologies. Before joining Medtronic in 2001, Mark was the lead Product Development Engineer for Harmac Medical Products' cardiac catheter business unit in Buffalo, NY.

Mark has a B.S. in Biomedical Engineering from the University of Miami, FL and an M.S. in Mechanical Engineering from the University at Buffalo, NY.

### **Date:** Wednesday, December 18<sup>th</sup>, 2013

- **Location:** Group Conference Room, Freescale Semiconductor, Inc., 2100 E. Elliot Rd. Tempe, AZ. There are new signs on the property (Discovery Business Center). Enter the facility through the Main (South) Lobby in building 94 and sign in with Security (Photo ID required). You will be escorted to the meeting room.
- Agenda: 5:30–6:00 Social/Refreshments, 6:00–7:00 Presentation, 7:00 Dinner (Pizza and Soda will be provided by the IEEE CPMT Phoenix Chapter)

IEEE members and non-members are all welcome to attend. Those who plan to attend should be at the facility entrance no later than 5:45 pm, as there may be no escorts available after that.

### For more information, please contact any of the following CPMT officers:

Vasu Atluri (480) 227-8411	Devrajan Balaraman (480) 619-094	Vivek Gupta (480) 252-8493
Mahesh Shah (480) 544-9438	David Dougherty (480) 413-6923	Surinder Tuli (480) 554-8275



Power & Energy Society IEEE Power and Energy Society Phoenix Chapter



http://www.ewh.ieee.org/soc/pes/phoenix/

# News and Announcements:

- There is no luncheon for December. We will resume our monthly luncheons in January, 2014.
- Want to know more about IEEE Power and Energy Society? Watch this video:
  - o <u>http://www.youtube.com/watch?v=BRKM4lpo\_tk</u>
  - More videos are available at: <u>http://ieee-pes.org/outreach/pes-informational-promotional-videos</u>
- Have you considered becoming a Senior Member of IEEE? It's not as difficult as you think. Basically, you need ten years of professional experience, and your bachelor's degree counts for three of those years. Find out more at: <u>http://www.ieee.org/membership\_services/membership/senior/index.html</u>
- Thanks to our sponsors and attendees at our 56<sup>th</sup> Annual IEEE Phoenix PES Golf Tournament.



**FF** Phoenix Section Life Member Affinity Group

# Technical & Administrative Meeting December 3, 2013

**Technical Program:** The speaker is Mike Andrews our Representative to IEEE Region 6. He will give an update on REGION 6 activities and future goals. He promises to have some challenges to offer us as well.

**Election of Officers:** The LMAG officers will be elected during this meeting. Nominations are open from the floor. The present nominees are:

Chairperson Immediate Past Chairperson	Les Daviet II Barry Cummings
Vice Chairperson	Dave Onstad
Secretary	Tom Lundquist
Treasurer	Les Daviet II
Program Chairperson	Ron Sprague

**When:** Tuesday, December 3, 2013 11:00am – 1:00pm, Registration fee is \$15. This fee will include lunch provided by the PERA Club.

# LIFE MEMBER AFFINITY GROUP MEETING

Where: SRP's **PERA Club** Bighorn Room, 1 East Continental Drive, Tempe, AZ West of 68th St., ½ mile south of McDowell Road

**RSVP:** Please respond to Program Chair, Ronald Sprague by email: <u>r.sprague@ieee.org</u> at least 5 days before the meeting.

The Program Chair is seeking suggestion from members for future presentations. Any ideas of interest to LM are open for consideration. Please contact Ronald Sprague Program Chair at r.sprague@ieee.org or any officer with ideas.

# **About IEEE Phoenix Section Life Member Affinity Group:**

The IEEE Phoenix Section Life Member Affinity Group was organized to enable IEEE Life Members to retain active IEEE associations, contribute to the social good in their communities, advance IEEE's professional interests and enjoy each other's company. For more details use the link

http://www.ieee.org/web/volunteers/mga/home/life\_members\_committee/index.html

**Activities:** Technical meetings scheduled in February, May, October, and December. Elections are held at the December meeting.

**Future Technical Meetings**: All meeting are at the SRP PERA CLUB. It is suggested you put these dates on your calendar to attend our meetings.

- Tuesday, February 11, 2014
- Tuesday, May 13, 2014
- Tuesday, October 14, 2013
- Tuesday, December 9, 2014

# **Officers:**

Chair	Leslie Daviet II	lesdavietii@cs.com
Vice Chair	Michel Ebertin	Michel@ebertin.net
Secretarv	Tom Lundauist	Tom.Lundauist@ieee.org
Treasurer	Leslie Daviet II	lesdavietii@cs.com
Program	Ronald L. Sprague,	r.sprague@ieee.org
Past Chair	A. Barry Cummings	abarrycummings@gmail.com

# **Computer Society**



# Phoenix Chapter of the IEEE Computer Society December, 2013

### <u>News</u>

- Our November meeting was held on November 6<sup>th</sup> at ITT Technical Institute. Lori Renaldi's presentation on WiFi Penetration Testing with open source tools was excellent and the attendance reflected the anticipation of that fact.
- Officer elections for 2014 were held at the November meeting. Absent any input from anyone regarding a desire to volunteer, the current slate of officers was re-elected for 2014.
- We are beginning to assemble our programs for 2014. Tentative 2014 chapter meeting dates are listed below. Mark your calendars to save the dates:
  - January 8<sup>th</sup> at DeVry University (see below)
  - March 5<sup>th</sup> at ITT-Tech
  - May 7<sup>th</sup> at DeVry University
  - July 2<sup>nd</sup> at ITT-Tech
  - Sep 3<sup>rd</sup> at DeVry University
  - Nov 5<sup>th</sup> at ITT-Tech

Details of the program for these chapter meetings will be published as the speakers are confirmed.

# Future Events

 January 8<sup>th</sup> (note: second Wednesday) – Chapter meeting, DeVry University, speaker Dr. Antonio Pizzarello; "The Theory and Practice of Software Bugs"

The word "bugs" is used in the software world to indicate both the faults and their manifestation as an error. Errors are detected both during testing and after deployment.

Using the error as the first clue for the search of the fault, programmers intervene by searching the code for detecting a presumed defect and correcting it. This search and the correction process are not done using rigorous analysis but only via an ad-hoc process relying mostly on past experience. In the meantime academic research has reached a level of understanding of the semantics of programs and of how to combine them to create complex systems that can be expressed in a highly formal manner. This body of knowledge is seldom used for designing new algorithms and almost never to improve the uncertain process of understanding existing code.

In the mid 90's a company dedicated to software maintenance successfully introduced formal methods in the fault correcting process. The approach was rapidly recognized as a powerful method to understand existing code for supporting the system modification work. Considerable improvements, building upon research done

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in the years from 2000 to the present, have added capabilities with the objective of making the process applicable to all peculiar features of modern software including program composition, concurrency, executable code and real computer arithmetic.

A process including these improvements can be used manually, but it is tedious. However, because it is fully formal, requiring extensive symbol recognition and string manipulation, computer based tools can be constructed to make the process very efficient and reliable.

This presentation will describe both the theoretical foundations and their practical application. A number of real world examples will be shown.

**Dr. Antonio Pizzarello** began his career as an aeronautical engineer at Nardi S.P.A., Milan, Italy, before moving into the computer science field with General Electric Information System Italia. While at General Electric, Tony held a number of responsible positions including manager of engineering and scientific applications and manager of application software and system support. He became a consulting software system designer with General Electric in Phoenix, AZ. When it was acquired by Honeywell Information Systems he rose to become a Chief Fellow, the highest technical position in the company. Antonio received his Doctorate in Aeronautical Engineering from the Politecnico di Milano, Milan, Italy, and has also been a Research Professor of Computer Science at Arizona State University.

Tony co-founded the Peritus Corporation growing it to multi-million dollar annual revenue before it was acquired. He was also a major influence in Finsiel (the second largest software company in Europe) and the information processing group of Banco Sabadel in Spain. Tony co-founded OntoPilot LLC in 2008 to facilitate commercialization of the current advanced state of the technology.

Meetings start at 6:00 pm with networking and light refreshments followed by the presentation at 7:00 pm. DeVry University is located at 2149 W Dunlap Avenue, Phoenix, (a mile east of I-17 on Dunlap). ITT-Tech is located at 5005 S Wendler Drive, Tempe (NW corner of I-10 and Baseline Rd).

Visit the CS Chapter website for the latest information: <u>http://ewh.ieee.org/r6/phoenix/compsociety/</u>. For brief announcements regarding upcoming events we are also on Twitter: @IEEECS\_PHX

If you would like to suggest a topic or speaker for any of our future meetings, please contact one of the chapter officers:

Chair:	Jerry Crow (jerry.crow@computer.org)
Vice-chair:	Brad Morantz ( <u>bradscientist@ieee.org</u> )
Secretary/Webmaster:	Audrey Skidmore ( <u>askidmore@computer.org</u> )
Treasurer:	Diane Smith (sdianesmith@computer.org)



# **IEEE GOLD** Phoenix Section Affinity Group



### IEEE Graduates of the Last Decade (GOLD) Phoenix Section Officers

- Chairman: Shafiul "Jacky" Islam (shafiul.islam@intel.com)
- Treasurer: Ashley Meredith (ashley.meredith@aps.com) •
- Secretary/Webmaster: Joseph Caglio (joseph.m.caglio@intel.com)

### Presentation Workshop – November, 15, 2013

A presentation workshop was organized by IEEE GOLD (Graduates of the Last Decade) Phoenix Section, in collaboration with IEEE Arizona State University Student Branch, IEEE-Eta Kappa Nu Epsilon Beta Chapter, IEEE WIE (Women in Engineering) Phoenix Section, IEEE Life Members Phoenix Section, and Intel AZWITLF (Intel Arizona Women in Technology Leadership Forum).

### **Presenting for Excellence**

How many times do you sit through presentations that are full of text-filled slides and complicated charts and graphs? Besides being tedious, how much information do you really take away from these presentations? The **Presenting for Excellence** workshop will show you how to prepare and deliver a presentation that people will pay attention to, remember, and act upon. This two-hour workshop will show you how to focus your message so that the important points are clear and memorable. You'll learn how to design visually pleasing slides that convey your key points effectively, and develop your presentation skills to enable you to effectively present your message. Who: Dave Hughes, Software Engineer, Assembly/Test Technology Development Automation Group, Intel Corporation

When: Friday, November 15, 2013 4:00-6:00 pm

Where: Room 487, Goldwater Center for Science & Engineering, ASU Tempe Campus, 650 E. Tyler Mall, Tempe, AZ 85287

(http://www.asu.edu/map/interactive/?campus=tempe&building=GWC)

### **Speaker Biography**



Dave Hughes is a 17-year Intel veteran with over 33 years' experience in the software industry. His varied industry experience includes eight years as a trainer and course developer and eight years as a highly-rated manager. Dave leads a series of Communicating for Extraordinary Results workshops and is a sought-after instructor for Strengthening Manager Skills and Building Trust.

Dave is an Area Governor in Toastmasters, and has achieved Advanced Communicator-Gold and Advanced Leader-Bronze. Dave has served as Master of Ceremonies for several Intel Software Professionals Conferences and Arizona Site Diversity Leadership

Awards, and has delivered various keynote speeches and lunchtime brown-bag presentations. Dave recently served as Intel's Chief Ambassador. You may contact Dave at dave@presentingforexcellence.com.

**Event Pictures** 



### **Officers Meeting/Training – December 14, 2013** IEEE GOLD Officers are going to meet with Chuck Weitzel, IEEE Phoenix Section Chair, for discussing year-end financial paperwork.



View or down load the pictures from IEEE Phoenix Section Annual Banquet 2013 at: <u>http://sites.ieee.org/phoenix/category/annual-banquet/</u>

# **Executive Committee Meeting**

Upcoming Meeting Tuesday, December 3, 2013 The Airport Hilton Phoenix, 2435 S 47th St. Phoenix, AZ 85034, (480) 894-1600. Next Meeting December 3, 2013

# **Executive Committee Meetings**

Date: First Tuesday of every month, except July and August
Time: 6:00 – 8:00 p.m.
Location: Hilton Phoenix Airport, 2435 South 47th Street, Phoenix, AZ 85034

# **IEEE Phoenix Section Annual Banquet 2014**

IEEE Phoenix Section is holding the Annual Banquet 2014 on Saturday, February 8<sup>th</sup>, 2014, from 6:00 PM to 9:30 PM at Hilton Phoenix Airport located at 2435 South 47<sup>th</sup> Street, Phoenix, AZ – 85034.

The agenda for the banquet includes:

6:00 PM – 7:00 PM Registration / Social Hour 7:00 PM – 8:00 PM Dinner 8:00 PM – 8:30 PM Keynote 8:30 PM – 9:30 PM Awards Presentation

The online banquet registration site will be accessible on January 1<sup>st</sup>, 2014 at <u>http://sites.ieee.org/phoenix</u>.

For additional information, contact Dr. Vasudeva P. Atluri, Section Awards Committee Chair, at (480) 227-8411 (Cell) and by email at <u>vpatluri@ieee.org</u>, or Dr. Charles E. Weitzel, Section Chair, at (480) 292-0531 (Cell) and by email at <u>c.weitzel@ieee.org</u>.

# **IEEE Senior Member and Fellow Grade**

IEEE Phoenix Section Membership Development would like to nominate eligible IEEE Members from the Section to Senior Member and Fellow Grades. Please review the requirements at <u>www.ieee.org</u> for eligibility.

Eligible candidates are requested to send in their resumes to Dr. Vasudeva P. Atluri, Membership Development Coordinator, at <u>vpatluri@ieee.org</u> and Dr. Charles E. Weitzel, Section Chair, at <u>c.weitzel@ieee.org</u> for consideration.

# **Phoenix Section LinkedIn Group**

If you are interested in professional networking and shared Section related updates & discussions join the <u>IEEE Phoenix Section Group on LinkedIn</u>. Signing up only takes minutes and is free. A job board is available as well.

# **IEEE Phoenix Section Ventures into Social Media**

We have made good progress in our Facebook page so far.

We have 43 people who Like this page (subscribers). Our first goal is to reach 500 likes by end of this year.

The activity chart shows that between 100 to 160 people are accessing this page every week.

You can access the web page three ways:

Use the URL: <a href="https://www.facebook.com/IEEEPhoenixSection">https://www.facebook.com/IEEEPhoenixSection</a>

Click on the Facebook logo link from IEEE Phoenix section home page. <u>http://sites.ieee.org/phoenix/</u> Search for IEEE Phoenix Section from your Facebook page.

We need following help.

- 1. Each of you access the IEEE Phoenix Section Web page and click on "Like" hyperlink.
- Go on the Friends section of the page and "Invite Your Friends." Once your click on Invite button, it will get your email contact list. Your facebook contact list will already be populated with your Facebook friends and you can simply click the Invite button next to their name. Please invite as many friends as you can.
- 3. Provide me the contents for posting on a regular basis meeting/ event announcements, Event pictures, Videos.
- 4. Start some discussion topics under Status section.

If you have any questions, please call me.

Thanks for you help in advance.

I will send out regular reminders as well to make sufficient progress.

Vivek Gupta Pace Chair IEEE Phoenix Section

480-734-0266

# **IEEE Membership Grade Advancement**

IEEE Phoenix Section Executive Committee encourages all to apply for advancement in membership grade to Senior Member and Fellow Grade. Please review the requirements at <u>www.ieee.org</u>. Please contact IEEE Phoenix Section Membership Development Chair, Dr. Vasudeva P. Atluri, at <u>vpatluri@ieee.org</u> for additional information.

# **Enhanced Senior Member Application Launched**

Effective 29 July 2011, IEEE Admission and Advancement launched a <u>new</u> <u>Senior Member Application</u>. The new application includes numerous enhancements, based on feedback from volunteers and members, including:

- New user friendly format / design
- Secure environment (need IEEE Web account)
- · Ability to save application in "draft" form
- Ability to upload resume or Curriculum Vitae (up to 3 MB)
- Applicant can view application online
- Applicant can view status of requested reference forms
- References will be notified by email to provide applicant reference
- References will have the ability to view their completed reference form(s)
- Real time application status

The goal is to provide prospective Senior Members with an easy to use and intuitive interface, while streamlining internal operations at the same time. <u>View</u> the new Senior Member application.

# **IEEE Member's Benefits**

### **IEEE-USA's Free E-Books to Members**

### **October Free E-Book**

IEEE-USA E-Books is offering "Engineers Can Write! Thoughts on Writing from Contemporary Literary Engineers" this month free to IEEE members.

Award-winning author Tom Moran explores the similarities and differences found in writing and engineering; offers thoughts on how engineers can conceptualize their writing to improve their reports, articles, proposals and other documents; and shows why many engineers are able to write very well.

Each of the engineer authors Moran features has been successful in the world of literature -- poems, shorts stories, novels -- and their competence with language undermines any claims that engineers can't write.

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"Many engineers are excellent writers, adroit at taking on technology's toughest challenges, and using language to clearly and cogently describe what they have learned," Moran writes. "Indeed, engineering's history has been marked by important works written clearly and competently by engineers."

"Engineers Can Write! Thoughts on Writing from Contemporary Literary Engineers" can be downloaded at <u>www.ieeeusa.org/communications/ebooks/files/z382n9i/Engineers-Can-Write.pdf</u> for free to IEEE members. The nonmember price is \$9.99.

### **December Free E-Book**

IEEE-USA E-Books will offer "Doing Innovation: Creating Economic Value – Book 2: Developing a Workable Innovation Process" free to IEEE members in December.

This book, written by Gerard H. (Gus) Gaynor, teaches the fundamentals of the innovation process; presents various models with their limitations; describes the innovation design process; considers the issues in developing a process model; suggests a generic model; and describes organizing for innovation.

"Research about the process by which innovation occurs has not provided any significant insight that allows replication," Gaynor said. "Most information is anecdotal, and that may be because the elements that drive innovation cannot be described by some linear process. ... There is no theory of innovation to guide the process."

Some of the topics in the e-book include, "Perspectives on Innovation"; "Innovation Process Models"; "Working Toward an Innovation"; "Innovating by Design"; "Generic Innovation Process Model"; "Pre-Project"; "Market Launch"; and "Measuring Success."

"Doing Innovation: Creating Economic Value – Book 2: Developing a Workable Innovation Process" can be downloaded at <u>http://www.ieeeusa.org/communications/ebooks/files/9m2nas2/Doing-Innovation-Book2.pdf</u> for free to IEEE members. The nonmember price is \$9.99.

### **January Free E-Book**

In January, IEEE-USA E-Books will offer "Starting Your Start-Up – Book 1: Developing a Business Plan" by Tanya Candia.

The "Starting Your Startup" series is designed for the engineer or entrepreneur who has a promising product or service idea but no real marketing expertise. Book 1 shows you how to develop an initial business plan that contains just enough information to get started. It will help you define your concept clearly and concisely, build an effective elevator pitch, communicate your product and company positioning, and identify your critical success factors.

"Starting Your Start-up – Book 1: Developing a Business Plan" can be downloaded in January at <u>http://www.ieeeusa.org/communications/ebooks/files/6ni3nslk/Starting-Your-Start-Up-Book-1.pdf</u> for free to IEEE members. The non-member price is \$9.99.

To purchase IEEE members-only products, and to receive the member discount on eligible products, members must log in with their IEEE Web account.

### **Call for Authors**

IEEE-USA E-books seek authors to write an e-book, or an e-book series, on career guidance and development topics. If you have an e-book idea that will benefit members on a particular topic of expertise, email your proposal to IEEE-USA Publishing Manager Georgia C. Stelluto at <u>g.stelluto@ieee.org</u>, and IEEE-USA E-Book Chair Gus Gaynor at <u>g.gaynor@ieee.org</u>.

IEEE-USA advances the public good and promotes the careers and public policy interests of 206,000 engineering, computing and technology professionals who are U.S. members of IEEE.

Web: <u>www.ieeeusa.org</u> Facebook: <u>www.facebook.com/ieeeusa</u> Twitter: <u>www.twitter.com/ieeeusa</u> Join IEEE: <u>www.ieee.org/join</u>

Contact: Sharon C. Richardson, Coordinator IEEE-USA Communications & Publishing Phone: 1 202 530 8363 E-mail: s.richardson@ieee.org

# **GoogleApps@IEEE Now Available to IEEE Members**

GoogleApps@IEEE is a suite of products offered to IEEE members to enhance peer-to-peer communications and collaboration. The suite of applications includes e-mail, calendaring, contacts, and document sharing along with other collaborative tools. 30G of available cloud storage memory is available for these applications. Learn more about <a href="http://www.ieee.org/googleapps">http://www.ieee.org/googleapps</a>

GoogleApps@IEEE is available to members at no additional cost, bringing access to:

- A unique IEEE e-mail address (e.g., <u>John.A.Doe@ieee.org</u>);
- Mail forwarding or e-mail inbox (Gmail);
- 30-gigabytes of shared storage (Gmail and Google Drive);
- 99.9 percent up time guaranteed by Google;
- Advertisement-free Gmail;
- Files stored in the cloud for easy sharing and access from anywhere via Google Drive.

# **Dues Renewal: A Time to Inspire the Future**

The altruism and generosity of IEEE members and friends enabled the IEEE Foundation to award US\$3 million last year to technology programs that:

- Empower the worlds brightest young minds;
- Encourage impactful ideas and creative solutions;
- Share the history and evolution of ground breaking ideas;

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