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THE

SUNCOAST

SIGNAL

THE INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS, INC.



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This Month's Meetings

***Tuesday, September 7th: EXCOM Meeting
Meeting starts at 5:30PM At TECO Plaza***

Register online at <http://time2meet.com/fwcs-excom/index.html>

Meeting is open to all FWCS Members

Robotics and Automation Society Meeting

Tuesday, September 21st, 2010

Meeting Starts at 6:30PM, Social Time Starts at 6PM

Location is Subject to Change

Go to the RAS Page of FWCS Website for Latest Info!

Tampa Brass and Aluminum Tour

Wednesday September 29, 2010

8511 Florida Mining Boulevard, Tampa 33634

[Details on page 6!](#)

LabCorp Tampa Tour

Thursday, October 21, 2010

Florida Division Main Facility, 5610 LaSalle Street, Tampa, 33607

[Details on page 7!](#)

Upcoming Event!

SmartGridComm 2010

Gaithersburg, Maryland October 4 -6, 2010

<http://www.ieee-smartgridcomm.org>

This Month...(Editor's Column)

2010 IEEE EXECUTIVE COMMITTEE

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All material for THE SUNCOAST SIGNAL is due in electronic form by 1st Sunday after the 1st Tuesday of the month preceding the issue month. Address all correspondence to:

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It is the election season again! All the news programs are running stories on political candidates at the national and local levels. Political ads are on every channel featuring the candidates taking jabs at each other's records of service and personal lives. Politics has almost replaced the oil spill as the main news topic. It is also election time at IEEE but you won't see the kind of advertisements that are prevalent elsewhere. Last month's signal features two candidates for IEEE-USA President Elect, James Howard and Mark Apter. This issue highlights candidates for IEEE President Elect, Joe Lillie and Gordon w. Day. All have had outstanding service to IEEE. Please take the time to evaluate the candidates carefully and VOTE! Ballots are accepted until October 1 at 12 noon.



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FWCS of IEEE Consultants Affinity Group

The FWCS of IEEE Consultants Network Affinity Group held a joint meeting with the Computer Society on July 27th, 2010 with the attendance of several of our members who participated in the presentation made by Mr. Bill Francisco from AdSharp Corp. of Dunedin (<http://www.adsharp.com>). The chat centered about the reasons for a Consultant to have its own website so the he/she can advertise his/her products and services to the industry with very real examples of the do's and don'ts of advertising on the web and the most appropriate manners to attract attention to the site by seekers. The points of this presentation were:

- Why is a web site a necessary business tool?
- Essential web vocabulary
- What information do you need for a website
- Can I build my own web site?
- How much should I expect to pay
- How do I buy a domain name
- Rules for a effective web site design
- Common web site mistakes
- Web site marketing 101
- What is SEO and why is it important
- How do people find my web site?
- Why is Google so important to my web site?
- Can I expect to get listed on the front page of Google and Yahoo?
- Blogs, Facebook, and LinkedIn and why they important to professional services?
- How do I get rid of Spam and junk mail?

After listening to this very fine presentation we learned that there are important aspects of the trade that must be kept in mind in order to be a successful consultant when it comes to landing customers on the web. Did you know that if you take more than 10 seconds loading your page you may lose the attention of the seeker and hence the possibility of a sale? Therefore no large pictures should be loaded at the beginning of the page loading process. Bill brought us an interesting approach to marketing our businesses and he certainly elicited the comments of everyone present at the meeting, not to mention the fine Italian food served during this event. Check our webpage at http://ewh.ieee.org/r3/floridawc/cms/?page_id=326 for further details about this presentation

Hermann Amaya

Chairman/Founder

FWCS of IEEE Consultants Network Affinity Group

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Watch the 2010 IEEE President-Elect Candidates Roundtable Q & A on IEEE.tv

5 August – IEEE President-Elect candidates Gordon Day and Joe Lillie recently participated in a Q & A roundtable discussion hosted by Marko Delimar, director-elect of IEEE Region 8.

Day and Lilly answered questions submitted by IEEE members on a variety of topics including membership models, new products and services and the current and future state of IEEE. View this video at:

<http://www.ieee.org/portal/ieeetv/viewer.html?progId=124580>



Gordon W. Day

Candidate for IEEE President-Elect

Biography:



Gordon Day spent most of his career in research and management at the National Institute of Standards and Technology, where he founded and led the NIST Optoelectronics Division. His personal research ranged from fundamental optical measurements to the development of standards for optical fiber and new concepts in instrumentation. More recently, he served as science advisor to Sen. Jay Rockefeller and Director of Government Relations for the Optoelectronics Industry Development Association. He has been a Professor Adjunct at the University of Colorado and a Visiting Fellow at the University of Southampton (UK), and has served on many industry, government, and academic advisory groups. He is a past President of the IEEE Photonics Society and of IEEE-USA, and is a Fellow of IEEE, AAAS, the Optical Society of America, and the Institute of Physics (UK). He received B.S., M.S., and Ph.D. degrees in electrical engineering from the University of Illinois.

Position Statement:

I wholeheartedly endorse IEEE's new motto, "Advancing Technology for Humanity," as a vision for our future. To fulfill it, I believe that we must become a stronger, more global, and more assertive society.

We advance technology through the professional contributions of our members, volunteers, and customers. We must support them vigorously, in ways that meet their local needs. We must continuously enhance our technical resources – publications, conferences, and standards – adapting and expanding them quickly to support emerging technologies and exploring new strategies for delivery. We must expand our career-building resources, especially in times like these, and adjust them to local needs and cultures. We must increase access to continuing education. And as more technologists become contractors, consultants, and entrepreneurs, we must better understand their needs and develop appropriate resources to support them.

Our opportunities are global. Leading-edge technology is created globally, technologists are globally dispersed, and many of our employers are globally integrated. To achieve our vision, we must embrace this global diversity and meet the needs of technologists everywhere. We should pursue international partnerships and expand our global presence, among other strategies.

We also have a responsibility, as the world's largest and broadest community of applied technologists, to explain clearly and assertively how "advancing technology" leads to a better quality of life and greater prosperity. It is an important message for the public, for governments, and for the next generation of potential technologists.

I hope you share these views and I ask for your vote for President-Elect.

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IEEE-USA Elections Underway

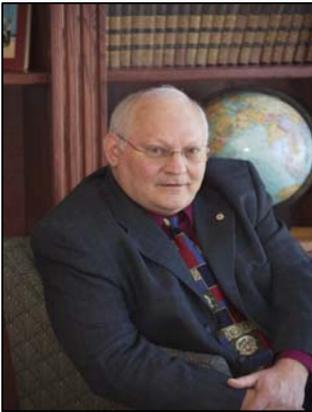
The 2010 IEEE elections began on 1 August, and the *polls are open until 12:00 noon (Central, USA) on 1 October*. U.S. IEEE members are encouraged to vote for the 2011 IEEE-USA President-Elect and 2011-2012 Member-at-Large. For information on voting and the candidates, visit the [IEEE Election page](#). You can also read candidate interviews in the current issue of [IEEE-USA In Action](#).



Joe Lillie

Candidate for IEEE President Elect

Joe Lillie received the B.S. in Electrical Engineering (1974) and the M.S. in Telecommunications (1997) from the University of Southwestern Louisiana, now the University of Louisiana at Lafayette (ULL). He has 37 years experience in telecommunications engineering and management. Joe was employed by BellSouth Telecommunications from 1973 to 2002. During these years, Joe held positions of Design Engineer, Planner District Support Manager, Engineering Manager and Planning Manager. When Joe retired in 2002 he was on the Louisiana BellSouth State Staff providing engineering and construction support. In 2003 Joe joined North Star Communications Group where he served as the Director of Corporate Quality and led the company to ISO 9000 and TL 9000 certifications. In September 2005 Joe returned to BellSouth (now AT&T) working on Hurricane Katrina restoration. Joe continues to provide engineering support to AT&T in Louisiana on a part time basis. During his professional career Joe has attended numerous training sessions on telephony, management, leadership, contract administration, and quality management.



Position Statement – Joe Lillie

I have had the privilege of serving in IEEE leadership positions for several years. This service has allowed me to meet with members from all parts of the world and I have learned tremendously from these meetings. It is clear that we are a diverse group of individuals with diverse needs but with a common goal of serving the profession and humanity. By working together we can meet the needs of the members, improve IEEE and at the same time accomplish our core mission of fostering technological innovation and excellence for the benefit of humanity.

We are the largest technical professional society in the world and we must maintain this elite status. It is important that we focus on the member by providing a better overall member experience, increased member engagement opportunities, and improved member growth and development opportunities. If we establish the proper focus we can grow the overall membership while at the same time grow Society membership and increase overall Society participation.

I will work hard to make IEEE a truly global organization. We must develop and implement an overall strategic plan that considers the specific needs of the various geographical areas of the world. By understanding the member needs on a local level we can develop programs and dedicate services to meet these identified needs.

I look forward to the opportunity to continue to serve you, the member, and utilize TEAM IEEE to enhance IEEE for the benefit of humanity.

IEEE Experience

- Joined as a Student in 1972, elevated to Member in 1973 and Senior Member in 1987
- IEEE Board of Directors for 6 years, 4 years as an Officer
- IEEE-USA Board for 5 years, Vice President Professional Activities for 2 years
- IEEE Foundation Board of Directors for 3 years, 2 years as Treasurer
- Member & Geographic Activities Board (Including RAB) for 7 years, 2 years as Chair
- Region 5 Committee for 10 years, 2 years a Region Director
- IEEE Finance Committee for 9 years, 2 years as Chair
- Individual Benefits & Services Committee for 8 years
- IEEE Investment Committee for 2 years
- IEEE Insurance Committee for 2 years
- Employee Benefits Committee for 2 years
- National Engineers Week Committee for 2 years, one year as Chair

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Tampa Brass and Aluminum Tour

- Date:** Wednesday September 29, 2010
Time: 9:00AM –10:00AM
Speaker: Paul Rehsi, VP of Sales and Engineering
Location: 8511 Florida Mining Blvd, Tampa, FL 33634
 (First street East of Anderson Road along Waters Ave, behind the FedEx facility)
Cost: Free of Charge to attend!
RSVP: Online at: <http://time2meet.com/fwcs-pes1/index.html>
 Space limited to the first 30 registrants!!!
Questions: Tim Doolittle at 813-892-7190 or tdoolittle@fastmail.fm

Tampa Brass & Aluminum Corp. began as a three-man foundry in 1957. Sam Leto Sr., a first generation American of Italian immigrant parents, his 19 year old son, Sam Jr. and an uncle leased a small building and began pouring metal castings for the shipping and phosphate industry in the Tampa area. Between the three, they made the molds, poured the metal, dumped the molds, finished the cast pieces, then packed and delivered them to the customer.

Just prior to 1986, TB&A became aware that the government, Raytheon, McDonnell-Douglas and other defense contractors were seeking quality minority suppliers of castings and machining. By this time, Sam Jr., whose mother was Cuban-American, was running the business. He recognized the opportunities his Hispanic descent would lend him, and planned for increased business. TB&A built a new facility adjacent to the existing machine shop. The result is its present location on 5 acres of land and a 56,400 square foot facility.

Through the years, Tampa Brass & Aluminum has provided parts and supported programs such as Hawk, Patriot, AMRAAM, Sidewinder, Tactical Tomahawk, Maverick Missiles, Armored Tanks, various radars, communication systems, power breaker units, electrical switches, Submarines, Destroyers, Mine Detectors, and Minehunters



Lignell Awards Update

I wish to announce there will be a significant update to the nominations of the Lignell Outstanding Teacher Awards to be given at the Tampa Bay Engineering Week Banquet in February 2011. The first time this Fall, the TBEWB Committee and the FWCS IEEE have agreed to expand to all 12 counties that the FL West Coast Section covers. These counties include: **Charlotte, Citrus, DeSoto, Hardee, Hernando, Hillsborough, Lee, Manatee, Pasco, Pinellas, Polk, and Sarasota Counties.** We are still going to choose three Science or Math High School Teachers which will be the best of the best. More information will follow in the coming months. I want to get the nominations out by October. If there is any IEEE member or Teacher who lives in those counties with the exception of Hillsborough, Pasco, and Pinellas, please provide the contact information of the Secondary Science Supervisors in that area. Please reply to me as soon as possible.

Thank you.

Sean Denny

IEEE FWCS Teacher In Service Chairman

Venner20@ieee.org

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LabCorp Tampa Tour

- Sponsors:** Jointly Sponsored by PE/IA and the EMB Chapters
Date: Thursday October 21, 2010
Time: 4:00PM –5:00PM
Speaker: Thomas Herman, PhD, Technical Director
Location: Florida Division, Main Facility, 5610 West La Salle Street, Tampa, FL 33607
 (Can be accessed by turning north at the west limit of Cypress street)
Cost: Free of Charge to attend!
RSVP: Online at: <http://time2meet.com/fwcs-pes3/index.html>
 Space limited to the first 20 registrants!!!
Questions: Tim Doolittle at 813-892-7190 or tdoolittle@fastmail.fm

With scientific expertise in esoteric testing, genomics, and clinical and anatomic pathology, LabCorp performs more than one million tests on approximately 400,000 samples each day. LabCorp is a pioneer in applying advances in medicine and science to laboratory testing, with more than 35 years of experience in serving physicians and their patients.

LabCorp operates a sophisticated laboratory network, with corporate headquarters in Burlington, NC, and over 28,000 employees worldwide. Their 220,000 clients include physician offices, hospitals, managed care organizations, and biotechnology and pharmaceutical companies.

The headquarters for the Florida Region, the Tampa LabCorp facility processes over 30,000 samples on a 24/7 schedule using sophisticated and sensitive automation equipment from companies like Siemens, Beckman-Coulter, Sysmex, and others, each with specialized infrastructure and utility requirements.



Humanitarian Technology Challenge

Even in this day and age, far too many people in underdeveloped countries live in darkness, without reliable electricity... far too many doctors are forced to treat patients without accurate information... and far too many people die from illnesses easily treatable in the world's developed nations.

Think there's nothing you can do about it? Think again. The Humanitarian Technology Challenge (HTC) was created by people like you, for people like you: technologists, humanitarians, nonprofit organizations, students, government employees - and citizens of the world - who are coming together to identify, and work to solve, some of the world's most pressing challenges. With a unique, open-source collaborative concept, HTC enables you to make a difference - without making a major commitment of your time or resources. The HTC is initially focusing on the three global challenges a group of experts from humanitarian organizations and technologists selected both for their potential impact on humanity... and potential for success. These three challenges are (each links to challenge detail page):

- Reliable Electricity, which is fundamental to their economic development, education and medical care.
- Data Connectivity of Rural District Health Offices, enabling these remote locations to share vital patient care information with central health facilities.
- Individual ID and Tie to Health Records, providing potentially life-saving access to accurate health information for remote, mobile populations in underdeveloped nations. For more information go to: <http://www.ieeehtc.org/index.php/htc/about/>



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September 2010 Calendar of Events (For more information see P. 1) *inside this Signal...*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6 <i>Labor Day</i> 	7 <i>EXCOM Meeting at TECO Hall</i>	8	9	10	11
12	13	14	15	16	17	18
19	20	21 <i>RAS Meeting, see page 1</i>	22	23	24	25
26	27	28	29 <i>Brass & Aluminum Tour see page 6</i>	30	1	2