

**The Florida West Coast  
Section of the IEEE**  
Serving over 2,300 members in Charlotte,  
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Polk, and Sarasota Counties



# THE SUNCOAST SIGNAL

THE INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS, INC.



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**This Month's Meetings**

*Tuesday, February 1st: EXCOM Meeting*  
*Meeting starts at 5:30PM At TECO Plaza*  
*Register online at <http://time2meet.com/fwcs-excom/index.html>*  
*Open to all FWCS Members*

***Your Next Job Search Meeting***  
***February 9, 2011 From 6:00 – 7:00PM***  
***[Details on page 4](#)***

***Robotics and Automation Society Meeting***  
***[Meeting is February 15, 2011](#)***  
***Go to the RAS Page of FWCS Website for Latest Info!***

***Overview of North American Power Grid***  
***Thursday, February 24, 2011***  
***Time: 11:30AM to 1:00PM***  
***[Details on Page 5](#)***

***Tampa Bay Engineers Week Banquet***  
***“Engineers Making a World of Difference”***  
***February 25, 2011***  
***At the Ala Carte Pavilion***  
***[Details on page 4](#)***



## *This Month...(Editor's Column)*

Steve Jobs, CEO of Apple Computer is in the news once again with the recent announcement of his medical leave. He has been called the Thomas Edison of this century. Last year he announced the release of the iPad to a wave of criticism by the press, making fun of the name and predicting it would be a flop. At the most recent CES in Las Vegas, no less than 80 similar devices were announced by Apple competitors! He has created a new category of electronic media devices. Another earlier success story was the iPod, which not only changed the way music is enjoyed but with the iTunes App has changed the way the music industry and artists deliver content to the public. And what more needs to be said about the iPhone and the wave of smart phones that are available now. My very first computer was a Macintosh Plus that I bought in 1987 and it was light years ahead of the PC clones that were available at the time. The shortcoming of Apple then was lack of software. Whenever I go to an Apple Store in the mall it is always packed with customers and has a small army of employees interacting with them and even teaching classes on the use of Apple products. I think it is an accurate comparison between Steve Jobs and Edison!



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Attend Your Local IEEE Meetings

And Take Advantage Of The

**Networking Opportunities**

### **2011 IEEE EXECUTIVE COMMITTEE FLORIDA WEST COAST SECTION**

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All material for THE SUNCOAST SIGNAL is due in electronic form by 1<sup>st</sup> Sunday after the 1<sup>st</sup> Tuesday of the month preceding the issue month.

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## *PACE for 2011*

It's the start of a brand new year -- how's that engineering career of yours going? As the world crawls out of the global recession that we've been in for the past couple of years, it's probably time for you to start thinking about where you are working, what you want to do with your life, and just exactly how much you think that you really should be paid.

I've got some good news for you; the IEEE is here to help you out. Look, you've already paid your membership dues for the year, let's see if we can make sure that you get much more than that back in some real value. Like a bigger paycheck. The IEEE Professional Activities Committees for Engineers (it's a horrible name, that's why we just call it PACE) is an IEEE USA program that has only one goal: to help you to maximize your career.

This year the Florida West Coast Section's going to be doing a lot of PACE activities. They are all going to be focused on helping you to figure out what kind of job you really want to have, helping you to find it, and then teaching you the "soft" skills that you're going to need to not only hold on to it, but to also get promoted.

To get things started, we need your input. Fire up your computer and go to this address: <http://www.surveymonkey.com/s/LWSTNLN> We've got a quick 6-question survey that we need you to complete so that we'll know what the most important information that you want to learn about. Thanks for your input!

*Jim Anderson*



## *Time is Running Out – Don't Let Your Membership Lapse!*

Coming up at the end of February, IEEE will run a program affectionately called the "Terminator". This program will eliminate all non-renewing members for 2011, which will include the loss of your IEEE Email account, delivery of this newsletter, delivery of your Spectrum magazine, plus other member's only benefits.

***Don't let this happen to you, renew today!***



## *Advertise in the Signal!*

The IEEE's Florida West Coast Section's newsletter, The Signal, reaches approximately 2,300 engineers who live and work on the west coast of Florida. This powerful communication tool is now available to promote your engineering business or service. Just imagine: you now have the ability each month to deliver a focused marketing message to the hard-to-reach customers that you've been trying to reach.

Placing an ad couldn't be simpler. We can take one of your business cards and for the low price of \$25/month you can get your message in front of thousands of local engineers. Remember, these engineers interact and socialize with other engineers so the impact of your ad gets multiplied many times over. Quarter, half, and full page ads are also available to meet your specific marketing needs.

Contact The Signal's business development manager, Dr. Jim Anderson, via email ([jim.anderson@ieee.org](mailto:jim.anderson@ieee.org)) or by phone (office: 813-425-2467) to find out more about how you can get the word out to real buyers about the products and services that your business has to offer.

*Jim Anderson*



## *Florida West Coast Section Officers for 2011*

The following are the officers for the FWCS for 2011:

Chair – Serge Beauzile  
Vice-Chair – Claude Pitts III  
Secretary – Ralph Painter  
Treasurer – Paul Schnitzler



## *FWCS PE/IA Chapter Officers for 2011*

The following are the officers for the FWCS PE/IA Chapter for 2011:

Chair – Serge Beauzile  
Vice-Chair – Jim Howard  
Secretary/Treasurer – John Stankowich



## *Your Next Job Search*

### *10 Secrets to Quickly Landing the Job That You Really Want*



Let's pretend that you are looking for your next, better job. Maybe your last job went away, maybe you just want a better job -- it doesn't matter, you need to find your next job. We're all living in the 21st Century and the rules & the tools for finding a job have changed. Are you going to know how to go hunting?

A lot of the old ways of finding a job, like looking in the newspaper, don't work any more. Some of the new ways, like the Internet, can be confusing and can end up wasting a lot of your time. What's an engineer to do?

The IEEE's Florida West Coast Section's (FWCS) Professional Activities Committees for Engineers (PACE) group is going to share with you the 10 proven secrets that every engineer needs to know in order to find your dream engineering job. We'll cut through the fluff and get right to the good stuff -- the who, what, when and where that you have to do today to find that job that you've always been looking for.

This information doesn't come free. You can find workshops and seminars that have half of this information being offered for \$400 - \$500 per person. That doesn't even include the travel, lodging, and food costs that you'd have to pay to get your hands on this critical information. However, because you are a member of the IEEE and because you read the Signal, we're going to offer you this one-time only opportunity to get the job search information that you know that you need for only \$15 / person if you are an IEEE member (\$10 if you are a student, \$25 if you are not an IEEE member).

If you have a job now, you know that it's not the last job that you'll ever have. If you don't have a job, then you know that you need to find another one. This is the event that you need to come to -- you'll learn the secrets that you need to know in order to find the job that is right for you.

All secrets will be revealed on Wednesday, February 9th, from 6:00pm - 7:00pm at TECO Hall, 702 N Franklin Street, Tampa. Register online by going to: <http://goo.gl/tvBOc> (note: upper / lower case letters are important -- type the address very carefully!). Space is limited and we're expecting a full house -- register now before we close the doors!

If you have any questions, please send an email with your question to Dr. Jim Anderson ([jim.anderson@ieee.org](mailto:jim.anderson@ieee.org)).



## *Tampa Bay Engineers Week Banquet Coming February 25th!* *"Engineers Make a World of Difference"*

We are pleased to announce that the **Tampa Bay Engineer's Week Banquet will be held February 25, 2011** at A la Carte Pavilion. Please join us at this elegant gathering to celebrate the 61st National Engineer and to recognize many contributions made to society by those in the engineering profession.

The evening will feature fine dining, guest speaker **Ken Johnson Director, FIRST Tech Challenge, (FTC)**, and an exhibition room for vendors. And we are expecting as many as four hundred or more attendees including 250-300 engineers, so you will have plenty of opportunities to meet with friends and colleagues in the Tampa Bay technology community.

In keeping with the spirit of the event, awards will be given to accomplished engineers in each engineering discipline and to local university students who excel in engineering related studies. We will also be honoring select local high school educators with the Lignell Award for their outstanding instruction in the area of science, technology, engineering and mathematics.

We hope you will consider being part of this outstanding event to recognize those in the Tampa Bay area who are doing so much to promote engineering.

**Cost: \$65.00 per person. (\$55.00 if purchased thru IEEE)**





## *An Overview of North American Electrical Grid*

**Date:** Thursday, February 24, 2011

**Time:** 11:30am-1:00pm

**Speaker:** Eric Senkowicz, Director of Operations

**Location:** FRCC 1408 N. West Shore Blvd., Suite 1002 Tampa, FL

**Cost:** \$10 Members, \$20 Non-Members, \$5 Students. (Includes Lunch)

**RSVP:** Online at: <http://time2meet.com/fwcs-pes3/index.html>

**Make checks payable to:** IEEE FWCS

**Send checks to:** John Stankowich, IEEE PES/IASTreasurer 2593 Forest Run Court Clearwater, FL 33761-3716

**Space limited to the first 45 registrants!!!**

**Cancellation must be submitted online 24 Hrs prior to the seminar at:** <http://time2meet.com/fwcs-pes3/index.html>

**No shows will be invoiced for the total cost of the seminar.**

**Questions:** Jim Howard 863-834-6585 or [J.howard@ieee.org](mailto:J.howard@ieee.org)

The North American Electric Grid connects every utility in the US, Canada, and parts of Mexico through a elaborate system of transmissions lines, breakers, DC Converters, and Generators to allow for the reliable operation and delivery of power to Customers. In order to make this system function correctly, a very large number of components must function together in a systematic way that maintains each of the components within it engineering design limits. Additional, the system must respond in milliseconds to abnormal operating conditions such as voltage sags and faults.

Eric will provide an overview of the operation of this system, which is operated 7 days a week, 24 hours a day, 365 days a year, throughout the nation. This will be an excellent opportunity for both engineers and non-engineers to hear about the details involved in the unbelievable system. It has been stated that the engineers, technicians, linemen, and system operators, have made this very complex system so reliable that everyone has come to count on it to be there everyday without fail, and for the most part, this is being accomplished.

### **Eric Senkowicz, Director of Operations Florida Reliability Coordinating Council**

Eric has been with the FRCC since January 2005 and is the Director of Operations. His primary responsibilities include facilitator and liaison to various operating committees and reliability groups within the FRCC structure. Eric is also active in representing FRCC reliability within the NERC standards development process and has been active on various drafting teams and working groups.

Eric has been working in the utility industry for over 15 years. His experience includes nuclear plant design engineering, systems engineer, component failure analysis specialist and protective relaying installation and maintenance. Eric's experience also includes five years in grid operations with various responsibilities including load forecasting, system dispatch, transmission operations, operations planning and system operator for the FPL system (20,000 MW peak).

Prior to joining the FRCC staff, Eric worked for FPL, the FRCC Reliability Coordinator Agent and spent three years as an on-shift FRCC Regional Reliability Coordinator based out of Miami, Florida.

Eric holds a degree in Electrical Engineering and is a NERC Certified System Operator, Reliability area. Eric is also a registered Professional Engineer in the State of Florida.



## *Do You Qualify for Senior Membership?*

**Senior Membership** is the highest grade for which application may be made and shall require experience reflecting professional maturity; a candidate shall be an engineer, scientist, educator, technical executive, or originator in IEEE-designated fields in professional practice for at least ten years and shall have shown significant performance over a period of at least five of those years. An application for Senior Membership requires three references unless nominated by a Senior Member, and in that case requires two references.

### **Ten Years Professional Experience**

Your educational experience is credited toward that time as follows:

- 3 years for a baccalaureate degree in an IEEE-designated field;
- 4 years if you hold a baccalaureate and masters degree;
- 5 years if you hold a doctorate.

### **Five years of significant performance**

- Substantial engineering, responsibility or achievement.
- Publication of engineering or scientific papers, books, or inventions.
- Technical direction or management of important scientific or engineering work with evidence of accomplishment.
- Recognized contributions to the welfare of the scientific or engineering profession.
- Development or furtherance of important scientific or engineering courses that fall within the IEEE designated fields of interest.
- Contributions equivalent to those of the above in such areas as technical editing, patent prosecution or patent law, provided these contributions serve to advance progress substantially in IEEE designated fields.

### **Benefits of Senior Membership**

**Recognition:** The professional recognition of your peers for technical and professional excellence.

**Senior Member Plaque:** Since January 1999, all newly elevated senior members have received an engraved Senior Member plaque to be proudly displayed for colleagues, clients and employers to see. The plaque, an attractive fine wood with bronze engraving, is sent within six to eight weeks after elevation.

**US\$25 Coupon:** IEEE will recognize all newly elevated senior members with a coupon worth up to US\$25. This coupon can be used to join one new IEEE society. The coupon expires on 31 December of the year in which it is received.

**Letter of Commendation:** A letter of commendation will be sent to your employer on the achievement of senior member grade (upon the request of the newly elected senior member).

**Announcements:** Announcement of elevation can be made in section/society and/or local newsletters, newspapers and notices.

**Leadership Eligibility:** Senior members are eligible to hold executive IEEE volunteer positions.

**Ability to Refer Other Candidates:** Senior members can serve as a reference for other applicants for senior membership.

**Review Panel:** Senior members are invited to be on the panel to review senior member applications.

If you do qualify and would like the FWCS Membership Committee to assist you with your Senior Membership, please contact Jim Howard at [j.howard@ieee.org](mailto:j.howard@ieee.org)



## *Tampa Bay Engineering Week Banquet Outstanding High School Teacher Awards*

The **Lignell Outstanding Teacher Awards** will be given at the Tampa Bay Engineering Week Banquet (TBEWB) on **February 25, 2011** at the **A La Carte Pavilion** at the address **4050 Dana Shores Drive, Tampa, FL 33634**. Please Register at [www.tbewb.org](http://www.tbewb.org). The TBEWB committee and the IEEE picked the top three and ask the nominators to write a copy ready bio on the winning educator by February 4th. I want to share the winning nominees for the Lignell Outstanding High School Teachers:

**Dr. Barbara Emil,**

[Barbara.emil@sdhc.k12.fl.us](mailto:Barbara.emil@sdhc.k12.fl.us)

Algebra/Geometry/Trigonometry Honors

King High School (HILLSBOROUGH COUNTY)

(Nominated by Virginia Roebuck [virginia.roebuck@sdhc.k12.fl.us](mailto:virginia.roebuck@sdhc.k12.fl.us))

[carmen.austin@sdhc.k12.fl.us](mailto:carmen.austin@sdhc.k12.fl.us),

Advanced Placement Biology

Paul Wharton High School (HILLSBOROUGH COUNTY)

(Nominated by David Sheppard [david.sheppard@sdhc.k12.fl.us](mailto:david.sheppard@sdhc.k12.fl.us))

**Troy Suarez**

[troy.suarez@sdhc.k12.fl.us](mailto:troy.suarez@sdhc.k12.fl.us)

Honors Chemistry and Zoology

Tampa Bay Technical High School (HILLSBOROUGH COUNTY)

(Nominated by Julie Sackles [julie.sackles@sdhc.k12.fl.us](mailto:julie.sackles@sdhc.k12.fl.us))

*Congratulations to the Outstanding Teachers who will receive the Lignell Award at the Banquet*



 <p style="text-align: center;"><b>Jacklin IP LAW, PLC.</b> AN INTELLECTUAL PROPERTY LAW PRACTICE</p> <p style="text-align: center;">t 813.489.5450 f 813.527.9952</p> <p style="text-align: center;">Kim Jacklin <small>JD, ESQ. REGISTERED U.S. PATENT ATTORNEY</small></p> <p style="text-align: center;"><small>KJACKLIN@JACKLINPATENTS.COM 2405 CREEL LANE SUITE 102 WESLEY CHAPEL, FLORIDA 33544 WWW.JACKLINPATENTS.COM</small></p>	<p style="text-align: center; font-size: 1.2em;">Blue Elephant Consulting</p> <p style="text-align: center;"><b>IT Transformation Consultants:</b> PEOPLE, PROCESSES, &amp; PRODUCTS</p> <p>Dr. Jim Anderson    P.O. Box 341734 President                    Tampa, Florida 33694-1734</p> <p style="text-align: right;">Phone: 813.418.6970 <a href="mailto:jim@blueelephantconsulting.com">jim@blueelephantconsulting.com</a> <a href="http://www.blueelephantconsulting.com">www.blueelephantconsulting.com</a></p>	<p style="text-align: center; font-size: 1.2em;">Blue Elephant Consulting</p> <p style="text-align: center;"><b>IT Transformation Consultants:</b> PEOPLE, PROCESSES, &amp; PRODUCTS</p> <p>Dr. Jim Anderson    P.O. Box 341734 President                    Tampa, Florida 33694-1734</p> <p style="text-align: right;">Phone: 813.418.6970 <a href="mailto:jim@blueelephantconsulting.com">jim@blueelephantconsulting.com</a> <a href="http://www.blueelephantconsulting.com">www.blueelephantconsulting.com</a></p>																																						
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">Size</th> <th colspan="2">One Month</th> <th colspan="2">6 Months</th> </tr> <tr> <th>Member</th> <th>Non-Member</th> <th>Member</th> <th>Non-Member</th> </tr> </thead> <tbody> <tr> <td><b>Business Card</b></td> <td>\$25</td> <td>\$30</td> <td>\$120</td> <td>\$145</td> </tr> <tr> <td><b>1/4 Page</b></td> <td>\$40</td> <td>\$50</td> <td>\$190</td> <td>\$240</td> </tr> <tr> <td><b>1/2 Page</b></td> <td>\$75</td> <td>\$90</td> <td>\$360</td> <td>\$400</td> </tr> <tr> <td><b>3/4 Page</b></td> <td>\$110</td> <td>\$135</td> <td>\$530</td> <td>\$650</td> </tr> <tr> <td><b>Full Page</b></td> <td>\$140</td> <td>\$175</td> <td>\$670</td> <td>\$840</td> </tr> <tr> <td><b>Insert / Sheet</b></td> <td>\$200</td> <td>\$250</td> <td>\$800</td> <td>\$1,000</td> </tr> </tbody> </table>	Size	One Month		6 Months		Member	Non-Member	Member	Non-Member	<b>Business Card</b>	\$25	\$30	\$120	\$145	<b>1/4 Page</b>	\$40	\$50	\$190	\$240	<b>1/2 Page</b>	\$75	\$90	\$360	\$400	<b>3/4 Page</b>	\$110	\$135	\$530	\$650	<b>Full Page</b>	\$140	\$175	\$670	\$840	<b>Insert / Sheet</b>	\$200	\$250	\$800	\$1,000	<p style="text-align: center; font-size: 1.2em;">Blue Elephant Consulting</p> <p style="text-align: center;"><b>IT Transformation Consultants:</b> PEOPLE, PROCESSES, &amp; PRODUCTS</p> <p>Dr. Jim Anderson    P.O. Box 341734 President                    Tampa, Florida 33694-1734</p> <p style="text-align: right;">Phone: 813.418.6970 <a href="mailto:jim@blueelephantconsulting.com">jim@blueelephantconsulting.com</a> <a href="http://www.blueelephantconsulting.com">www.blueelephantconsulting.com</a></p>
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 Or fax your address changes to (732) 562-5445

February 2011 Calendar of Events (For more information see P. 1) *inside this Signal...*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1 <i>EXCOM meeting at TECO Hall</i>	2	3	4	5
6	7	8	9 <i>Job Search Meeting, See page 4</i>	10	11	12
13	14 	15 <i>RAS Meeting, see page 1 for location!</i>	16	17	18	19
20	21	22	23	24 <i>PE/IA Meeting, see page 5</i>	25 <i>Engineers Week Banquet See page 4</i>	26
27	28	1	2	3	4	5