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THE SUNCOAST SIGNAL

THE INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS, INC.

This Month's Meetings

*Tuesday, October 4th: 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*

*Robotics and Automation Society Meeting
Meeting is Tuesday, October 18, 2011
Go to the RAS Page of FWCS Website for Latest Info!*

*Learn to Build Your Own Website
Speaker Jim Anderson
October 15, 2011
Time: 09:00AM-12:00PM PM
[Details on page 2](#)*

*Risk Management Web Seminar
Speaker Peter Malpass
October 19, 2011
Time: 12:00-1:00PM
[Details on page 5](#)*

*Upcoming Event, Mark Your Calendar!
Substation Integration Presented by SEL
Wednesday, November 2, 2011
Registration 8:30AM, Speaker 9:00AM
Register at <http://time2meet.com/fwcs-pes2/index.html>
[Details on page 4](#)*



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This Month...(Editor's Column)

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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.

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You will notice in this issue of the Signal the use of Quick Response (QR) Codes whenever there is a web address to go to. Smart phones are expected to overtake "feature" phones this year in number of handsets shipped. It is predicted by experts in the mobile phone industry that smart phones will be the dominant way that people will communicate and access the web in the coming years. The QR codes allow someone with a smart phone and the appropriate scanner app to be able to scan the code and visit a site rather than having to type on the keyboard of the phone. The QR code generators are readily available on the web for free. This is a great way to make it easy for smart phone users when reading printed material.



Scan this QR code with your smart phone or tablet to go to The FWCS website

Learn How To Build Your Own Website!

How's that web site of yours going? No matter if the web site is for your personal use or for your business, in the 21st Century you NEED a web site. The challenge has always been that it looks too difficult for a normal person to do: URLs, HTML, CSS, links, pages, images, arghhh!

I've got some good news for you. It's really not all that hard -- if you know the right questions to ask. Guess, what? During this seminar we're going show you how to start from nothing and build a brand new working web site that will be easy and simple to maintain - no programming required!

The IEEE's Florida West Coast Section's PACE Group and Consultant's Network are proud to present, at the luxurious St. Petersburg Yacht Club, Dr. Jim Anderson's tutorial on how to build your own web site -- from the ground up. Dr. Anderson has built and currently actively manages 8 different web sites and so he really knows his stuff.

He'll teach you everything that you need to know. When you leave this seminar you will be able to go home and set up your own working web site in less than 1 hour! Not a bad way to spend a few hours on a Saturday morning, eh?

IEEE members - \$25, Non-members - \$50, Students - \$15
Saturday, October 15, 2011 at 9:00am - 12:00pm
St. Petersburg Yacht Club, 11 Central Avenue, St. Petersburg
Sign up online at: <http://time2meet.com/fwcs-section/index.html>
Jim Anderson, Mobile: 813-417-8854



Electric Vehicle Conference

March 4 - 8, 2012 TD Conference Center and Clemson University International Center for Automotive Research Greenville, South



Carolina, The first IEEE International Electric Vehicle Conference provides a unique cross-organizational platform to exchange information among thought leaders of the fast-growing electric mobility ecosystem and to discuss new trends in technology, engineering, standards and deployment aspects on a global scale. IEVC is a venue for electrical vehicle designers, component and infrastructure system developers, manufacturers, utility experts, corporate executives, technical analysts, researchers, educators, entrepreneurs, venture capitalists, legislators, regulators and standardization experts to share a joint interest in the transformation of the transportation



industry via electrification. For more information, go to <http://electricvehicle.ieee.org> or scan the QR code.



Nominees for EMBS Chapter Officers for the 2012 Term

The FWCS Nominating Committee is pleased to publish the list of nominees for EMBS chapter officers for the 2012 term. The slate of candidates for the 2012 term will be advertised again in the November Signal and we plan to hold the elections before the end of the year.

| | |
|----------------|---------------------|
| John West | Chair |
| Steve Sadow | Vice-Chair |
| Rodolfo Rogers | Treasurer/Secretary |

Serge.beauzile@ieee.org

Claude.Pitts-III@pgnmail.com

Nominations Committee



Call for Papers

The 2012 IEEE International Electrical Vehicle Conference (IEVC)

Technology, Engineering, Standards – Challenges and Opportunities

March 4-8, 2012

Greenville, South Carolina, USA

Sponsored by IEEE and CUICAR (Clemson University International Center of Automotive Research)

The first IEEE International Electric Vehicle Conference provides a unique cross-organizational platform to exchange information among thought leaders of the fast-growing electric mobility ecosystem and to discuss new trends in technology, engineering, standards and deployment aspects on a global scale. IEVC is a venue for electrical vehicle designers, component and infrastructure system developers, manufacturers, utility experts, corporate executives, technical analysts, researchers, educators, entrepreneurs, venture capitalists, legislators, regulators and standardization experts to share a joint interest in the transformation of the transportation industry via electrification.

IEEE International Electric Vehicle Conference (IEVC) organizers are seeking technical papers on the technology, standards and engineering of electric vehicles. Detailed paper submission guidelines and the IEEE format paper template is accessible on the conference web site at the website shown in the adjacent article.



IEEE Day 2011 - Report Your Plans!

6 October 2011 is IEEE Day. There is a web site (www.ieeeday.org) as well as a Facebook page set up to coordinate this event. The organizing group recognizes that celebrations may be +/- a day or two for local customs so if your event is near, consider including it as part of this recognition and adding content recognizing IEEE Day. For me, adding a showing of the Solutionist video (downloadable from solutionists.ieee.org) is a good component to add to the program.

Is your section doing anything special to recognize this day?

If so, please report it using the web form: at

<http://www.ieeeday.org/local-event/submit-your-event/> and

let your Area/Council chair know as well. Thanks for your efforts on behalf of IEEE and our profession,

David G. Green d.green@ieee.org

IEEE Region 3 Director-Elect (2010-11)





Substation Integration Presented by SEL

Date: Wednesday, November 2, 2011
Time: Seminar: Registration 8:30am-9:00am, Speaker 9:00am-3:00pm
Speakers: Ed Atienza, Schweitzer Engineering Laboratories
 Tim Pilcher, Schweitzer Engineering Laboratories
Location: Seminole Electric, 16313 North Dale Mabry Hwy, Tampa, FL 33618
Cost: \$100 Members, \$150 Non-Members, \$10 Students. (Includes Breakfast & Lunch)
 , 4PDH's will be awarded for this seminar
RSVP: Online at: <http://time2meet.com/fwcs-pes2/index.html>
 Make checks payable to: IEEE FWCS
 Send checks to: John Stankowich, IEEE PES/IAS Treasurer
 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-pes2/index.html> or use your smart device and scan the QR code.

Mark your Calendar for this event!



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

Questions: Serge Beauzile at 863-834-6511 or serge.beauzile@lakelandelectric.com

Time synchronization and security with the many advanced in relay technology, most utilities are deploying more intelligent electronic devices (IED's) in substations. With this high penetration of substation IED's, there is significant increase in the amount of data available, which for the most part remains isolated in the substation. These data contain valuable information, operational and nonoperational, needed by many user groups within the utility. The challenge facing utilities is determining a standard integration architecture that meets the utility's specific needs. This Seminar will cover how to deliver this information to the users who have applications to analyze the information.

Topics covered will include:

- 1) Review of substation integration architectures.
- 2) Communications protocols.
- 3) Time synchronization and security



Going Electric: Things to Consider



There's a lot of excitement about those new all-electric automobiles, but you may experience several drawbacks if you do buy one, according to Saifur Rahman, an IEEE Fellow and director of Virginia Tech's Advanced Research Institute, in Arlington. For instance, several electric vehicles on one residential street can contribute to a brownout or even a blackout by overloading the local distribution transformer. If you are on the road, you may find it difficult to recharge your vehicle because even though EV charging stations are being built, they are

still few and far between. And there are significant environmental concerns about the disposal of used up EV batteries in landfills. To read the full article, go to

<http://theinstitute.ieee.org/technology-focus/technology-topic/going-electric-things-to-consider>



IEEE-USA Risk Management Seminar Series

Seminars are monthly, started July 20 with "Cyber Security in the Electric Utility Sector"

For details/registration, visit: <http://www.ieeeusa.org/careers/webinars/2011/Risk-Management.html>



IEEE-USA has organized a 6-part monthly 1-hour web seminar series where you can learn about two of the most critical life skills that engineers and operations professionals need today: 1. Risk-based problem-solving and 2.

Risk based decision-making under uncertainty. The series will focus on the application of risk management frameworks, standards and practices in engineering with a specific focus on cyber security, public safety and critical infrastructure protection (CIP). We have recruited a set of subject matter experts who will teach the seminars. The next seminar in the series is shown below.

Participants will secure the following benefits from the risk management online seminars:

- An understanding of risk management standards, practices, concepts, and tools.
- How risk management can be used to arrive at better solutions and decisions.
- Risk applications in software, controls, security, project management and quality.
- Risk management's role to reduce vulnerabilities and increase security in critical infrastructure including the electric power grid, cybersecurity, IT, the Internet and more.

Cost is \$19 per seminar (\$89 for the series) for IEEE members (non-member rate \$38/\$189). Participants will have access to a host of online risk resources, including articles in IEEE-USA's Today's Engineer<<http://www.todaysengineer.org/>>, webinar replay, risk articles, blogs, comment/discussion with risk experts, and much more. The next seminar is shown below.

19 October 2011

Time 12:00PM – 1:00PM Eastern Time

Enterprise Risk Management and Information System Security

Peter Malpass



Paid Summer 2012 Internship

At Mass Media News Outlet Available to U.S. IEEE Student Members; Helping Journalists Communicate Authoritatively to the Public on Science, Engineering and Technology

WASHINGTON (24 September 2011) -- A paid summer 2012 internship at a mass media news outlet is available to a U.S. IEEE student member who can help journalists in print or broadcast fields communicate authoritatively to the public about science, engineering and technology.

IEEE-USA is seeking applications from U.S. IEEE undergraduate and graduate student members to work full-time June-August 2012 as a reporter, researcher or production assistant in a mass media organization -- including radio and TV stations, newspapers and magazines -- both print and electronic. Applications are due by 15 January 2012

In addition to receiving a weekly stipend and travel expenses, IEEE-USA Engineering Mass Media Fellows gain valuable work experience and sharpen their communication skills as they report on today's sci-tech news for the general public. IEEE-USA Engineering Mass Media Fellows have been assigned to such media outlets as The Los



Angeles Times, the Voice of America, Scientific American and WNBC-TV.

2011 IEEE-USA Engineering Mass Media Fellow Brandon Blakeley interned for 10 weeks this past summer at The Oregonian in Portland, Ore. His first story appeared on the front page of the newspaper's Living Section and described how Twitter "has become a trove of human language and interactions unmatched in size, detail and availability." Go to:

www.oregonlive.com/living/index.ssf/2011/06/tweet_talk_from_the_associatio.html



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Works closely with the Department Managers and Regional Sales & Application Managers to develop and implement marketing programs for the development of sales growth and customer service activities. Assume a leadership role for the application and integration of the company's products; troubleshoots customer integration and communication problems. Perform on-site investigation and testing as required. Provides technical services to customers. BSEE Degree, or similar, or equivalent experience. Knowledge and experience in electric utility communication schemes required for SCADA, system automation and other energy management systems. Knowledge of the company's products and services and their application in the generation, transmission and distribution of electrical power.



Field Service/Solutions Engineer

Acts as liaison between customer and Beckwith. Coordinates post-sale activities pertaining to installation, service, and maintenance of all Beckwith products. Coordinates the internal activities to bring all customer service calls to resolution and closure. BSEE or AA/AS degree in electronic technology and equivalent experience. 2 years of Beckwith product knowledge; 5 years experience in customer assistance and problem resolution and 2 years utility experience.

Inside Sales Specialist

Prepare quotations, generate sales leads, respond to customer requests, follow-up on progress of prospective sales and maintain a lead-tracking system. Provide support for Regional Sales / Application Managers, Sales Representatives, and CTS Application Specialists. Technical degree or skills in electronics essential. ***Our Compensation Package includes a Competitive Salary, Paid Vacation and Holidays, 401(k) Plan, Health, Dental and Vision Insurance; Life, Short and Long Term Disability; Long Term Care Insurance and Educational Assistance.***

Beckwith Electric, founded in 1967, is a premier provider of innovative and high quality products, technical services and solutions that meet the needs of customers involved in the production, transmission, and distribution of electric power.

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|--|--|--|-----------|------------|----------|--|--------|------------|--------|------------|----------------------|------|------|-------|-------|-----------------|------|------|-------|-------|-----------------|------|------|-------|-------|-----------------|-------|-------|-------|-------|------------------|-------|-------|-------|-------|-----------------------|-------|-------|-------|---------|---|
| <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>Business Card</td> <td>\$25</td> <td>\$30</td> <td>\$120</td> <td>\$145</td> </tr> <tr> <td>1/4 Page</td> <td>\$40</td> <td>\$50</td> <td>\$190</td> <td>\$240</td> </tr> <tr> <td>1/2 Page</td> <td>\$75</td> <td>\$90</td> <td>\$360</td> <td>\$240</td> </tr> <tr> <td>3/4 Page</td> <td>\$110</td> <td>\$135</td> <td>\$530</td> <td>\$650</td> </tr> <tr> <td>Full Page</td> <td>\$140</td> <td>\$175</td> <td>\$670</td> <td>\$840</td> </tr> <tr> <td>Insert Sheet /</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 | Business Card | \$25 | \$30 | \$120 | \$145 | 1/4 Page | \$40 | \$50 | \$190 | \$240 | 1/2 Page | \$75 | \$90 | \$360 | \$240 | 3/4 Page | \$110 | \$135 | \$530 | \$650 | Full Page | \$140 | \$175 | \$670 | \$840 | Insert Sheet / | \$200 | \$250 | \$800 | \$1,000 | <p style="text-align: center; color: blue; font-size: 1.2em;">Blue Elephant Consulting</p> <p style="text-align: center; color: red; font-size: 0.8em;">Unforgettable communication skills that will set your ideas free...</p>  <p>Dr. Jim Anderson jim@BlueElephantConsulting.com President Phone: 813.418.6970 www.BlueElephantConsulting.com P.O. Box 341734, Tampa, Florida 33694-1734</p> <p style="text-align: center; font-weight: bold; font-size: 1.1em;">Your advertisement here reaches over 2300 members in the local area!</p> |
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| | Member | Non-Member | Member | Non-Member | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 3/4 Page | \$110 | \$135 | \$530 | \$650 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Full Page | \$140 | \$175 | \$670 | \$840 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Insert Sheet / | \$200 | \$250 | \$800 | \$1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Teacher In Service Report

Dear Friends,

Happy October to all Teachers & Engineers! I hope that the new and exciting 2011-2012 School Year is off to a good start. The following are important announcements for education and engineering around the Tampa Bay Area.

Please continue to browse the Teacher In Service Lesson Plans at these URLs for topics:

<http://www.ieee.org/web/education/preuniversity/home.html> or www.tryengineering.org. We want to assign an engineer to a project that is appropriate for your Science or Math Educators and their students. We encourage that every school examine this lesson plans. After this has been forwarded to the schools in your district, please pick a lesson plan ideal for your class and reply to me at venner20@ieee.org. I can ask and arrange with the schools for Engineers to come and demonstrate a presentation for your school. We ask all IEEE Members and Certified Engineers to volunteer with your local schools. Please let me know if you are volunteering, so that I can provide you with the attached surveys. Please have the teachers fill them out, collect them, scan & email, or mail them back to me. The IEEE is dedicated to helping all the districts get engineering into Pre-College Curricula. We can arrange to do these anytime at the convenience of the schools and the engineers. We are offering effective and economical alternatives to promote engineering. We hope to inspire the educator to perform these activities themselves while enriching their Students. If the teachers and the volunteers work together, students have a better chance at successful careers. In the long run, it helps "The technological literacy of Tomorrow's leaders." Please contact Sean Denny anytime during the year to arrange availability of our Engineer Volunteers.





Florida West Coast Section, Tampa

DATE SENSITIVE MATERIAL. DO NOT DELAY

Change of address? IEEE Web Contact Update <http://www.ieee.org/membership/coa.html>
 Or send address changes including your name, IEEE Member number and all pertinent information to:
 IEEE, 445 Hoes Lane, P.O. Box 1331, Piscataway, NJ 08855-1331 or call (800) 678-4333
 Or fax your address changes to (732) 562-5445

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

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|----------|--------------------------------------|---|---|----------|--------|---|
| 25 | 26 | 27 | 28 | 29 | 30 | 1 |
| 2 | 3 <i>IEEE Day, see page 3</i> | 4 <i>EXCOM Meeting at TECO Plaza See page 1</i> | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 <i>Website Seminar, see page 2</i> |
| 16 | 17 | 18 <i>RAS Meeting, see page 1</i> | 19 <i>Risk Management Webinar, see page 5</i> | 20 | 21 | 22 |
| 23 30 | 24 31 | 25 | 26 | 27 | 28 | 29 |