



THE SUNCOAST SIGNAL

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The Florida West Coast Section of the IEEE

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Upcoming Meetings

EXCOM Meeting

Tuesday, March 01, 2016 5:30PM at TECO Plaza

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

Open to all FWCS Members

Laws & Rules and Ethics for Professional Engineers

Monday, March 21, 2016

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Industrial Power Distribution

Friday, April 15th, 2016

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SoutheastCon 2016

March 30—April 3 2016

Detail on page 6

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THE SUNCOAST SIGNAL is published monthly by the Florida West Coast Section (FWCS) of the Institute of Electrical and Electronics Engineers, Inc. (IEEE). THE SUNCOAST SIGNAL is sent each month to members of the IEEE on Florida's West Coast. Annual subscription is included in the IEEE membership dues.

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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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PE Corner

Art Nordlinger, PE, Senior Member

Keeping Your Licensure Records Up-To-Date

Did you know that it is your responsibility to keep your licensure record updated with the Florida Board of Professional Engineers? It is the responsibility of the Licensee or certificate holder to notify the Board of any change of vital information previously submitted, such as a name or address change, change of employer, or change of PE in responsible charge for a firm. This information should be provided within 30 days of when the change occurs. The Board also encourages licensees to provide their most current email address as the Board routinely provides special notices, information and the quarterly newsletter electronically.

Changes may be submitted to the FBPE on-line. This may be done via an interactive form found in the Licensure section of the Board's website, and then selecting the *Change Contact Information* page. You can also manage your license account by selecting *Licensee Login* on Department of Business and Professional Regulation's on-line portal at www.myfloridalicense.com. So while it's fresh on your mind, log on and make sure that your information is correct and up-to-date.

Did you also know that it is required that you notify the FBPE of a criminal conviction? Hopefully this will never apply to you, but if it ever does, Section 455.227(1)(t), Florida Statutes, Grounds for Discipline; Penalties; Enforcement requires all FPBE licensees to report, in writing to the Board within 30 days, after the licensee is convicted or found guilty of, or entered a plea of non contendere or guilty to, regardless of adjudication, a crime in any jurisdiction. Failure to timely report will result in disciplinary action being taken against the licensee. Note that minor traffic tickets are considered "infractions" and don't constitute a "crime" as contemplated in this statute. However, more serious traffic tickets, like a DUI are considered a crime. Also note that the reporting requirement only kicks in if a licensee is found or pleads guilty as noted above, not just merely arrested.

Whether you are a PE looking to attain required CEHs, or an engineer looking to learn something new or keep current with the latest trend in the profession, IEEE has seminars that will meet your needs. And for the PEs, don't forget that the next renewal is only 12 months away. Better start earning those CEHs now!

USF UNIVERSITY OF SOUTH FLORIDA

Joint Chapter of IEEE PES/IAS

What a great turn out we had for our first meeting of the spring semester! A big thanks to everyone who came out, thanks for being so involved and asking all of your great questions! Our speaker, Tom Blair, gave a great presentation that was interesting, technical, and hands-on! He brought in tools and materials used and seen in the field of power. He even gave us 1-on-1 tutorials on how to use one of his favorite tools in the field, the fault simulator. It was awesome having someone who is so involved, passionate, and eager to spread knowledge about the growing field of power. Thanks Tom for answering all of our questions and giving such an interesting presentation, we hope to see you again in other PES/IAS events!

We will be having general body meetings the last Wednesday of every month where we will have a special guest speaker or some workshop. We would like to have more professionals come in and give a technical talk on any topic they feel comfortable in. If you are interested in giving a technical or professional development talk please contact the Chair of IEEE PES/IAS (USF), Sayed at sayed_abdullah@ieee.org or the Vice-Chair of IEEE PES/IAS (USF), Jairo at jairog@mail.usf.edu

Stay connected with our student chapter by visiting our BullsSync page and Facebook page:

<https://orgsync.com/127120/chapter>
https://www.facebook.com/PES.IAS/?ref=aymt_homepage_panel

Stay tuned for the rest of our upcoming spring semester activities, which are going to be announced at the next general body meeting on March 30th from 5:00-7:00pm.

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FREE EBOOK: Starting Your Start-Up - Book 4: Pricing Strategies

BY TANYA CANDIA

The “Starting Your Start-Up” series, by Tanya Candia, will help you understand the basics of starting your own business. It is particularly valuable for engineers or entrepreneurs who have a product or service, but no marketing expertise.

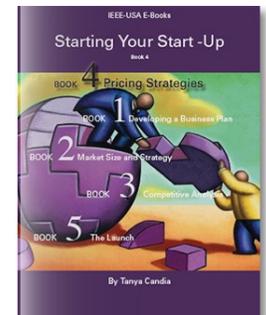
In “Pricing Strategies,” Candia tackles one of the most difficult tasks for an entrepreneur -- pricing the product properly. She shares strategies that will help ensure that the pricing is not too high or low, will satisfy customers and will help meet revenue goals.

Candia writes that strategic pricing is an opportunity for the entrepreneur to become a price “maker” -- not a price “taker” -- and she says that is dependent upon value to the customer, competitive pressures and the actual cost to manufacture and support one’s product.

Throughout the book, exercises and explanations will help entrepreneurs determine their initial target, understand the buyer and develop a strong, go-to-market approach.

Some of the topics included in Book 4 are:

- The Importance of a Pricing Methodology
- Pricing for Market Share
- Pricing for Revenue
- Managing Executive Team Expectations
- Introducing a New Product



You can get your free e-book until March 15th by going to <http://shop.ieeeusa.org/usashop/product/careers/76151>.

EEE-USA E-BOOKS will also offer “Shaping an Engineering Career -- Book 1: Responding to Career Challenges--A Personal Journey” until April 15th.

IEEE-USA’s “Shaping an Engineering Career” e-book series documents the personal history of selected engineers and describes their journeys in transitioning from entry-level employees to technology professionals or managers.

“Book 1” is the personal journey of author Gerard H. “Gus” Gaynor.



Laws & Rules and Ethics for Professional Engineers

Date: Monday, March 21, 2016

Time: 11:00am-11:30 am Registration, 11:30-12 Lunch, 12pm-2pm Meeting

Cost: \$30 members, \$50 Non-Members, \$20 Students (Includes Lunch)
Make checks payable to IEEE FWCS and mail a check in advance to:
John Stankowich
IEEE PE/IA Chapter Treasurer
2593 Forest Run Court
Clearwater, FL 33761-3716

Speakers: Mr. William C. Bracken, PE, SI, CFM, Chair of the Florida Board of Professional Engineers

Presentations: The Rules and Laws That Govern the Practice of Engineering in Florida
Ethics and the Practice of Engineering in Florida

CEHs: One Rules & Laws CEH will be awarded, One Ethics CEH will be awarded, which will meet the current requirements for PE Renewals. Be sure to enter your name and PE number on the signup website as it appears on your license.

Location: FRCC Headquarters, 3000 Bayport Dr #600, Tampa, FL 33607

Parking: Use parking lot for Hyatt (North side only).

RSVP: Online at: <http://time2meet.com/fwcs-pes4/index.html>

Space limited to the first 65 registrants!!!

Cancellation must be submitted online 24 Hrs prior to the seminar at:

<http://time2meet.com/fwcs-pesX/index.html>

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

Questions: Jim Howard at 863-834-6585 or jim.howard@lakelandelectric.com.

IEEE is fortunate to have **Mr. William Bracken**, PE, Chair of the Florida Board of Professional Engineers, join us for two presentations: The Rules and Laws That Govern the Practice of Engineering in Florida and Ethics and the Practice of Engineering in Florida. This is a unique opportunity to hear Mr. Bracken's perspective as the Chair of the Florida Board on these topics.

Bill Bracken is president of Bracken Engineering in Tampa. He has been a structural engineer for more than 25 years and is licensed in 35 states. His career has centered on the practice of structural engineering, forensics, building-related codes and disaster response. Bill is a structures specialist with the state of Florida, a member of Hillsborough County Fire Rescue and has been an instructor for ICC for the last 15 years and currently serves as the chair of Florida's engineering licensure board.



Industrial Power Distribution

Date: Friday, April 15th, 2016

Time: 8:00am-8:30am Registration, 8:30am-3:30pm Seminar

Cost: \$150 members, \$250 Non-Members, \$100 Students (Includes Breakfast (continental), Lunch, and a copy of Industrial Power Distribution by Ralph Fehr, published by Wiley/IEEE Press - \$135 value!)

Make checks payable to IEEE FWCS and mail a check in advance to:

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Speaker: **Ralph Fehr, Ph.D., P.E.** – University of South Florida. Ralph is an instructor in the Electrical Engineering department, teaching courses in the Power and Energy option as well as circuits, electromagnetics, and engineering mathematics. He is a senior member of IEEE, and received the IEEE FWCS PES Chapter Outstanding Engineer award in 2014, the Region 3 Joseph M. Biedenbach Outstanding Engineering Educator award in 2011, the Florida Council Outstanding Engineering Educator award in 2009, and the T&D World Instructor of the Month recognition in November 2008.

PDHs: 6 Professional Development Hours (CEHs) will be awarded for this seminar. Be sure to enter your name and PE number on the signup website as it appears on your license. IEEE Florida Provider Number is 3849.

Location: FRCC Headquarters, 3000 Bayport Dr #600, Tampa, FL 33607

Parking: Use parking lot for Hyatt (North side only).

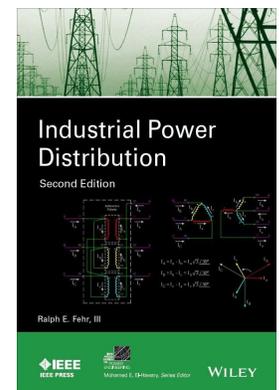
RSVP: Online at: <http://time2meet.com/fwcs-pes3/index.html> Space limited to the first 45 registrants!!!

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

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

Ralph Fehr will present a seminar covering the key concepts of industrial power distribution, as covered in the newly published second edition of his textbook:

- Utility Source
- Instrument Transformers and Metering
- Transformer Connections
- Fault Calculations
- Protective Device Selection and Coordination
- Raceway Design
- Switchgear and Motor Control Centers
- Ladder Logic
- Motor Application
- Lighting Systems
- Power Factor Correction
- Power Quality





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Welcome – From the Conference Steering Committee

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and Jonathan Backens (jonathan.backens@cnu.edu)

Publicity Chair – Rasha Morsi (rmorsi@nsu.edu) Norfolk State University, Tel: 757-823-0047

On behalf of the IEEE Region 3 South East Conference (SoutheastCon 2016), and the many talented and dedicated volunteers and staff who have contributed their time and effort, we welcome you to Norfolk. We have constructed a superb technical program as discussed in the welcoming remarks by our Technical Program Chair:

We look forward to an exciting IEEE SoutheastCon 2016 and hope that our innovations will enhance your technology experience. We also hope that you will be able to find time before or after the conference to enjoy the many exciting experiences that Norfolk has to offer. SoutheastCon is the annual IEEE Region 3 Technical, Professional, and Student Conference. It brings together Computer Scientists, Electrical, and Computer Engineering professionals, faculty and students to share the latest information through technical sessions, tutorials, and exhibits. It is the most influential conference in Region 3 for promoting awareness of the technical contributions made by our profession to the advancement of engineering science and to the community. As usual, attendance and technical program participation from areas outside IEEE Region 3 are encouraged and welcomed.

IEEE Florida Council

The IEEE Florida Council is composed of the 12 IEEE Sections in Florida: Broward, Canaveral, Daytona, Florida West Coast, Gainesville, Jacksonville, Melbourne, Miami, Northwest Florida, Orlando, Palm Beach and Tallahassee. Through this representation the various Sections are able to share each other in areas such as joint meetings and publications, conferences or symposia as well as training for Section Officers. As with the Sections elections were held resulting in the following 2016 Florida Council elected and appointed officers:

| | | |
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| ¾ Page | \$110 | \$143 | \$530 | \$663 | \$925 | \$1,110 |
| Full Page | \$140 | \$182 | \$670 | \$838 | \$1,175 | \$1,410 |
| Insert / Sheet | \$200 | \$260 | \$800 | \$1,000 | \$2,000 | \$2,400 |

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March 2016 Calendar of Events (For more information see P. 1) in this Signal...

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--|--|--|----------|--------|----------|
| | | 1 <i>EXCOM Meeting</i> 5:30PM <i>TECO Plaza</i> | 2 | 3 | 4 | 5 |
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