



## Track 3 Organizers

Chair: John Prohodsky and Co-Chair: Maury Miller



**Bio:** John Prohodsky is the principal consultant at Future Envisioned where he helps organizations identify a robust, successful future. The resulting envisioned future has enabled clients to develop a business model that disrupts their competition.

John is the Chair of IEEE's vTools Committee which guides the development of tools and applications used by IEEE sections and chapters. He is the Vice-Chair of the Oregon Section and its Computer Society Chair.



**Bio:** Maury Miller is a practicing software engineer. He has been in the field for over 17 years. His current employer is G2 Web Services. G2 Web Service provides PCI compliance on all the major credit cards for acquiring banks. It is located in Bellevue, WA.

Maury has held multiple leadership positions in the Seattle Section including Computer Society chair and Section Secretary. He currently is the PACE Chair for R6 NW Area and lives in the Seattle area.



**2013 ANNUAL MEETING PRELIMINARY PROGRAM**  
**-- SUBJECT TO CHANGE --**

**Track 3 Session Details**

**Fri, Aug. 2<sup>nd</sup>, 2013**

**2:30 – 3:15 PM → Just-in-Time Employee contracting as an employment model**

**Session Synopsis:** Increasingly, companies are using more just-in-time workers that are contracted through an employment agency. The benefits, disadvantages and job security of being a contractor will be discussed.

**Speakers: Andrew Woodle, Brett Kadz, Mike Mitchell and Tom Vargas**



**Andrew Woodle** began his career in HR in 1999, and then transitioned to technical recruiting in 2006. Having cut his teeth in Silicon Valley as an engineering recruiter, he has successfully served clients in the San Francisco Bay Area, New York, Boston, and the Pacific Northwest. Andrew is committed to industry integrity and excellence, and he currently serves on both the Mentorship and Membership committees for the Portland Human Resources Management Association. Andrew is a Sr. Recruiter with VHA.

**Brett Kadz** has been a staffing and human resources professional since 1998. His background includes work as a Technical Recruiter, Staffing Specialist, and Account Manager for companies in the Portland Metro area and the Washington DC Metro area. Brett is the Recruiting Manager with VHA.



**Mike Mitchell** has been in the staffing industry since 1995 focusing in the technical arena. His background includes strong technical staffing agency experience along with Corporate/HR recruiting in several different industries around the Portland and Seattle Metro areas. Mike is a Sr. Recruiter and Account Manager with VHA.

**Tom Vargas** has been in the staffing industry since 2000. His recruiting expertise includes IT and Engineers in Aerospace and National Defense for both large and small organizations. He brings strong technical recruiting experience as well as corporate HR recruiting experience. Tom is a Sr. Recruiter with VHA.



**3:35 – 4:20 PM → Practicing Sustainability with Engineering Logic**

**Session Synopsis:** Linking the essence of what the engineering mindset is all about, the current economy policy challenges, and the broad philosophical and practical complexities relating to sustainable development and circle it back to how an engineering mindset needs to consider a lot more different perspectives to better capture and tackle the concept of sustainability.

**Session Speaker: Guru Madhavan**



**Bio: Guru Madhavan** is a senior program officer at the National Academy of Sciences, National Academy of Engineering, Institute of Medicine, and National Research Council—collectively called the National Academies. His current work involves the development of a decision-support software system for prioritizing new vaccines of domestic and global importance. Madhavan received his M.S. and Ph.D. in biomedical engineering and an M.B.A. from the State University of New York. Among various awards, Madhavan has received IEEE–USA Professional Achievement Award and was selected as one among 14 people as the “New Faces of Engineering” in the *USA Today*. He is an IEEE ambassador, and the incoming chair of the IEEE-USA Student Professional Awareness Committee. Madhavan has co-edited four books, including “Pathological Altruism” and “Practicing Sustainability,” and is currently working on a character-driven nonfiction book on engineers.

**4:30 – 5:15 PM → Sustaining STANDARDS**

**Session Synopsis:** Standards provide a means for industry to produce compatible products for use in the marketplace, but how does one get involved? This session will walk through the process from inception of a concept to standardize to the final step of getting IEEE-SA Standard Board approval.

**Session Organizer/Speaker: Jon Rosdahl**

**Bio: Jon Rosdahl** has worked on 802 standards for over 15 years. He is employed by CSR Technologies Inc. as a Standards Architect. A Senior Member of the IEEE, Jon currently serves on the IEEE-SA Standards Board, the Procedures Committee (ProCom), and is the New Standards Committee (NesCom) Chair. He also serves as the IEEE 802 Executive Committee's Executive Secretary, the IEEE 802.11 1st Vice-Chair, IEEE 802.11 Treasurer and IEEE P802.11REVMc Vice-Chair/Secretary. Jon holds a B.S. and M.E. degrees in Electrical Engineering from Utah State University.



## 2013 ANNUAL MEETING PRELIMINARY PROGRAM

-- SUBJECT TO CHANGE --

Sat, Aug. 3<sup>rd</sup>, 2013

### 8:00 – 8:45 AM → Business Models: Identifying How to Succeed

**Session Synopsis:** A business model is an essential tool that helps an organization or entrepreneur describe their value proposition and the activities, relationships and interactions required for success. Its versatility and usefulness has resulted in it being used for much more than how to monetize a product or service. A business model can be used to focus a section's activities or organize an event. This session discusses business models and how to create one.

#### Session Speakers: John Prohodsky



**Bio: John Prohodsky** is the principal consultant at Future Envisioned where he helps organizations identify a robust, successful future. The resulting envisioned future has enabled clients to develop a business model that disrupts their competition.

John is the Chair of IEEE's vTools Committee which guides the development of tools and applications used by IEEE sections and chapters. He is the Vice-Chair of the Oregon Section and its Computer Society Chair.

### 8:55 – 9:40 AM → Entrepreneurship: Creating Your Own Future

**Session Synopsis:** Entrepreneurship is increasingly seen as an alternative to working for someone else. It is a difficult, but a potentially rewarding experience. This session's panel provides an overview of entrepreneurship.

#### Session Speakers: Mark Wingate, Len Van Regenmoter and Steve Morris



**Bio: Mark Wingate** is chair of the IEEE-USA Entrepreneurial Activities Committee. He is a well-traveled Texas native who has spent his formative years in Texas, Oklahoma and Washington. Mark is a third-generation entrepreneur and can be accredited with the establishment of four successful companies, as well as mentoring and assisting other entrepreneurs in their own ventures. He is the founder of Maxivolt™, an electronics manufacturing corporation having proudly provided its clients with top of the line surge protection devices since 1988.



**Bio: Len Van Regenmoter** is Principal at Van Regenmoter Consulting and and counselor with the Portland office of SCORE. Len worked on the Mercury, Gemini, and Apollo space programs with Honeywell Aerospace in Minneapolis for 14 years. Then he was a Program manager at Control Data Corporation for 10 years, and Director of Engineering at a super computer company for 10 years. He was a consultant to high tech companies for 5 years. Len has been a volunteer at SCORE since 1996 and author of a financial planning program that is widely used by chapter 11 clients. Len studied Electronics engineering and business management at University of Minnesota.



**Bio: Steve Morris** is the Executive Director of OTBC. He is a veteran of three investor-funded start-ups, and two business-unit startups inside larger companies. His 2001 startup Teseda won the 2003 Tech Award for Best Innovative Product. He has 30 years of management experience in the software, service, and semiconductor test industries at companies such as Hewlett Packard, Integrated Measurement Systems, Cadence Design Systems, Mentor Graphics, Credence Corporation and Teseda Corporation. Over the last 6 years he has helped hundreds of entrepreneurs start and grow companies. He has been awarded two patents, a B.A. in mathematics from Reed College and a Masters of Science degree from Carnegie-Mellon University Graduate School of Industrial Administration (now The Tepper School of Business). His LinkedIn Profile is <http://www.linkedin.com/in/stevenmorris>.

**10:00 – 10:45 AM → Disruptive vs. Evolutionary Innovation**

**Session Synopsis:** Established business models have been successfully assaulted by disruptive technology as described in The Innovators Dilemma and Big-Bang Disruption. For a disruptive technology to disrupt, a business model is needed that describes its value proposition and how the technology will be monetized. This session discusses business models and how to create one.

**Session Speaker: Steve Morris**



**Bio: Steve Morris** is the Executive Director of OTBC. He is a veteran of three investor-funded start-ups, and two business-unit startups inside larger companies. His 2001 startup Teseda won the 2003 Tech Award for Best Innovative Product. He has 30 years of management experience in the software, service, and semiconductor test industries at companies such as Hewlett Packard, Integrated Measurement Systems, Cadence Design Systems, Mentor Graphics, Credence Corporation and Teseda Corporation. Over the last 6 years he has helped hundreds of entrepreneurs start and grow companies. He has been awarded two patents, a B.A. in mathematics from Reed College and a Masters of Science degree from Carnegie-Mellon University Graduate School of Industrial Administration (now The Tepper School of Business). His LinkedIn Profile is <http://www.linkedin.com/in/stevenmorris>.

**10:55 – 11:50 AM → Public Policy and You**

**Session Synopsis:** Public policy, enacted in the form of legislation, regulations and government programs, often concerns us as individuals, impacts our profession, and affects the economic health and security of our nation. This session, presented by IEEE-USA's Managing Director, explores how IEEE U.S. members can effectively participate in the public policy process and express their views to policy-makers so as to influence policy outcomes.

**Session Speaker: Chris Brantley**



**Bio: Chris J. Brantley** is managing director of IEEE-USA and acting director of IEEE-USA's government relations programs. Prior to joining IEEE as a government relations manager in 1989, Brantley worked for the American Association of Engineering Societies. He holds a jurist doctorate in law and master's degree in international affairs from the American University's Washington College of Law and School of International Service, respectively. He is also an adjunct Professor at the Washington College of Law, where he teaches graduate seminars on international courts.

**1:25 – 2:10 PM → Innovative Conference techniques: Ignite! / TEDx event/ Unconference**

**Session Synopsis:**

Conference innovations such as [TED Talks](#), [Ignite!](#), and [Unconferences](#) have shown that conferences can be much more engaging than bulleted PowerPoint presentations. Although whole conferences are based upon them, we will discuss the concepts behind them and how they can be used to make IEEE conferences much more engaging.

**Session Speaker: John Prohodsky**



**Bio: John Prohodsky** is the principal consultant at Future Envisioned where he helps organizations identify a robust, successful future. The resulting envisioned future has enabled clients to develop a business model that disrupts their competition.

John is the Chair of IEEE's vTools Committee which guides the development of tools and applications used by IEEE sections and chapters. He is the Vice-Chair of the Oregon Section and its Computer Society Chair.

**2:20 – 3:05 PM → Engaging with IEEE Societies**

**Session Synopsis:** The session will consist of 5-10-minute presentations from panelists with audience participation through dynamic, engaging, interactive discussions delivered in the style of TED talks. We would provoke expansive thinking and insight into accelerating innovation through cross-disciplinary projects and explore how they reach out under the umbrella of different IEEE Societies. The session will also highlight several IEEE Societies and talk about multi-disciplinary projects that bring together regulators, academics, industry and users at large, as far as "participation in standards development", and the function of the society standards committee as a sponsor to standards development.

**Session Speakers: Carole Carey, Jeffry Handal P.E., Cristian Linte PhD, Joe Cioletti P.E., Chris Clark and Emily McCallum**

**Bio: Carole Carey** is the 2013 IEEE-USA Annual Meeting Program Chair. Her involvement with IEEE began when she was an electrical engineering student at Johns Hopkins University. She completed a Masters degree with concentration in computer engineering from Loyola College, Baltimore. Carole has been a long-standing volunteer with IEEE in the Chapter/Section, Region, national and international levels. Carole is especially interested in the grassroots community by encouraging and sponsoring pre-college



student participation in PACE activities as well as organizing professional and technical development seminars in the Baltimore-Washington, DC area. At the international level, Carole took the opportunity to promote the interests of women in engineering during her spare time in the evenings while serving as a government fellow/visiting scientist in Tokyo. She established IEEE Women in Engineering in Japan. In 2009, Carole received the IEEE-USA Professional Development Leadership Award. She represents IEEE in National Engineers Week Foundation (NEWF) Board of Directors. In the Division side of IEEE, she is currently serving as chair of EMBS (Engineering in Medicine and Biology Society) Standards Committee.

**Bio: Jeffrey Handal, P.E.** graduated with *summa cum laude* in electrical engineering from LSU in 2003 and completed MSEE in 2005. He has been an IEEE volunteer since 2006. He served as Student Liaison between the IEEE Student Branch and IEEE Professional Section, IEEE-USA PACE Coordinator for the Baton Rouge area. In 2007, Jeffrey became the GOLD Coordinator for Region 5 and GOLD International Committee Liaison. Jeffrey also worked closely with children K-12 as part of the Precollege Education Committee. Additionally, he had the challenging role of Region 5 representative to the Employment and Career Services Committee and assisted unemployed and employed IEEE members to help them further their career. More recently, Jeffrey discovered there was a whole different side of IEEE that offered different levels of technical and non-technical engagement and proposed the creation of a new role for Region 5 called the Standards Coordinator. This position is designed to bridge the gap between the MGA and EAB side of IEEE and the Standards Association. In 2013, the EAB and SA recognized his efforts and invited Jeffrey to become an official member of the Standards Education Committee. In said role, he is enthusiastically working to promote engagement in standards at different levels of IEEE.



**Bio: Cristian A. Linte, PhD** is a Research Scientist and Assistant Professor of Biomedical Engineering at Mayo Clinic in Rochester, MN. He joined the Mayo Clinic in January 2011, with a career investigator grant co-funded by the Natural Sciences and Engineering Research Council of Canada, the Canadian Institutes of Health Research, and the Heart & Stroke Foundation of Canada to investigate novel paradigms for visualization and surgical navigation for minimally invasive therapy. Cristian pursued his PhD in Biomedical Engineering at the University of Western Ontario (London, ON, Canada) during 2006–2010 on the development, evaluation and pre-clinical integration of image guidance techniques for surgical navigation of minimally invasive cardiac interventions. His research has been disseminated in more than 50 journal articles and peer-reviewed conference proceedings and has been recognized with several distinctions at international congresses. Cristian has served on the scientific review boards of several journals and conferences and has organized several international workshops. In 2011, Cristian was recognized with the IEEE MGA GOLD Achievement Award for his leadership and contribution to the IEEE Engineering in Medicine and Biology Society.

**Bio: Joseph T. Cioletti, PE** is a systems engineer working on the Southeast PA Transit Authority (SEPTA) Positive Train Control (PTC) Program for Ansaldo-STS. He was a China customer technical liaison for both Sanmen and Haiyang AP1000 (the first passively cooled nuclear power plant) projects for

Westinghouse Nuclear. Joe holds BS and MS degrees in Electrical Engineering from the University of Pittsburgh and is currently working on an MBA at Robert Morris University. He is a registered PE in PA and PACE Chair for the Pittsburgh Section. He participated in several Washington, DC ‘Fly-in’ events meeting with Congress on Energy policy and immigration. He holds 5 US Patents; marketed a patented motion activated LED safety light to a national bicycling distributor, selling several thousand units.



Joe participated in the startup of what became the high speed MAGLEV “Pennsylvania Project” that was administered by the Federal Railroad Administration – put on hold nationally post 9/11, but running continuously between Shanghai, China and its airport.

Joe held management and engineering positions working in diverse technologies: LCD displays, transportation, high-power testing and electric vehicles. Joe is familiar with early-stage technology start-ups, strategic planning, and sales/marketing development.



**Bio: Chris Clark** is a senior at Portland State University studying Embedded Systems. He is currently working as a manager in the Electronics Prototyping Laboratory at Portland State and at a local engineering firm in Beaverton, OR. He was chair of the Portland State Branch Chapter of the IEEE Robotics and Automation Society from 2010 to 2012. He was the Treasurer for the PSU Student Branch of IEEE from 2011 to 2012 and then became the chair of the Branch for the 2012 to 2013 school year. He worked as a volunteer tutor for the engineering tutoring program at PSU and volunteered quite a bit in the IEEE student store that was run by the Branch. He is moving on to volunteer and help out the IEEE Oregon Section in whatever capacity he can as an active member.

**Bio: Emily McCallum** is a senior at Portland State University studying Power and Transmission. She works as a research assistant in the PGE Foundation Power Engineering Education Laboratory. She was recently the Media Coordinator for the PSU chapter of Society of Women Engineers. This year she is the chair for the Portland State Student Branch of the IEEE. She is helping as a volunteer in the student store that is run by the IEEE Student Branch in addition to being an active member of the Electronics Prototyping Lab. Her drive and attitude towards helping her fellow students makes her an amazing student and mentor for the future engineers moving through the Portland State Engineering program.





**3:35 – 4:20 PM → Sustainability of Women in Technology**

**Session Synopsis:** IEEE partnering to encourage entry into and enhance sustainability of Women in Engineering and Technology. Can “WIE” have it all? The panel will discuss life balance, best practices and the IEEE “Swiss army knife” of tools that can be used to help your professional career.

**Session Speakers: Pam Jones, Dr. Karen Panetta and Shirin Tabatabai**

**Bio: Pamela Jones**, an employee of the Northrop Grumman Corporation (NGC), has more than 20 years of experience in the Computer industry. Her professional practice includes applied expertise in both hardware and software products. She is a Lead Software Engineer who delivers web based software solutions with a focus on collaborative environments and provides leadership for development teams.



Pamela Jones has a B.A. in Developmental Psychology as well as a B.S. in Information Systems Management/Computer Science from the University of Maryland. She has studied Project Management as well as Cyber-security at the University of California-Irvine Extended, Master’s program. Jones is also a Microsoft Certified Professional and a certified Open Text Livelink Business Consultant.

Ms. Jones is currently the IEEE-USA ARC Chair. She serves on IEEE vTools Committee as well as the Executive Board of the IEEE Computer Society’s Software and Systems Engineering Standards Committee and is a member of the Executive Committee for the IEEE Computer Society’s Technical Council on Software Engineering (TCSE) .. Jones is also a Member-at-large for the Technical and Conference Activity Board for the IEEE Computer Society.

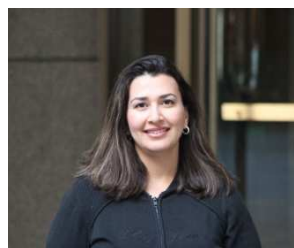
Jones is active in several community outreach programs. Ms. Jones works with the Grace Hopper Scholars – grass-roots program which serves young college women entering into the S.T.E.M. (Science, Technology, Engineering and Math) disciplines and the S.T.E.M Scholars at the area colleges. She has developed and hosted programs for the S.T.E.M. student groups at Northrop Grumman; one of which enjoyed Dr. Benjamin Carson as its keynote speaker.

Ms. Jones played an instrumental role in the establishment of a computer lab at the Robinwood Center in Annapolis, Maryland. This project won the Maryland States Attorney’s “Martin Luther King Drum Award” for Northrop Grumman. She works with inner-city children in the DiscoverE program as well as having been a WORTHY (WORTHwhile To Help Youth) mentor and advising other mentoring teams.

Ms. Jones has co-authored publications on using computing tools and the web for collaboration) and has been a presenter at Technical Summits. She has appeared on the Computer Society’s PodCast program on iTunes. She has won national awards from B.E.Y.A. (Black Engineer of the Year Award), WoC (Woman of Color) and the Open Text “Global Star” award. She serves on the the Community College of Baltimore S.T.E.M. Board as well as serving as the Chair for the Sponsorship Committee for the IEEE Women In Engineering.

**Bio: Dr. Karen Panetta**

Professor, Electrical and Computer Engineering, Tufts University  
IEEE Fellow  
IEEE Women in Engineering Magazine, Editor-In-Chief  
IEEE Women in Engineering Committee Chair, 2009-2007  
IEEE Boston Section Chair 2011  
Presidential Awardee for Excellence in Science, Mathematics, and Engineering  
Mentoring  
Founder, Nerd Girls <http://www.nerdgirls.org>



**Bio: Shirin Tabatabai** is an IEEE Senior Member and current chair of the San Francisco Section along with the Region 6 Women In Engineering (WIE) Region 6 Director. Ms. Tabatabai currently works in the Substation Test group at Pacific Gas and Electric Company as a Test Supervisor. Prior to her employment with PG&E, she worked with the California Department of Water Resources. Ms. Tabatabai graduated from California Sacramento State University with a B.S. Degree in Electrical Engineering in December 2001 and an M.S. Degree in Power Engineering in May 2005.

**4:30 – 5:15 PM → The Practice of Innovation: It's Your Business**

**Session Synopsis:** This workshop is about your road to success. It discusses career management, having a personal and professional vision, and the strategy, goals, skills to make that happen. Action plans to implement it and document results to see if you achieve your goals. What's involved before you focus on the American dream – build your own business. Learn the ingredients to make your own business successful, using and applying proven business practices. How to start. Testing your market. Reach for the stars and achieve your greatest potential – it's your business.

**Session Speaker: Jim Watson**

**Bio: Jim Watson** received a Bachelor's Degree in Electrical Engineering from Purdue University, completed post graduate engineering courses at Youngstown State University, and is a graduate of the Executive Management Program at the University of Michigan. He is a Registered Professional Engineer in the State of Ohio, a Life Senior Member of IEEE, and a national S-PAC and S-PAVe speaker.

As an international speaker, Jim has delivered more than 2,000 presentations in the United States, Canada, Europe, and Asia to a total audience of over 100,000. This includes presentations at 332 Student Professional Awareness Conferences (S-PACs), 18 Student Professional Awareness Ventures (S-PAVs), and 900 other student meetings involving more than 56,000 students at 163 universities.