The Executive Committee of the New York Section endorses Robert P. Noberini for the position of IEEE-USA President-Elect, 2001 and recommends that you to vote for him in the current IEEE election.
E-MAIL: TIME SAVER OR TIME WASTER?

In today’s business world it seems that the sending and receiving of e-mail messages has become indispensable. But is e-mail a time saver or a time waster? Before you send me any dissenting e-mail messages, please be aware that I hate to read. I never developed the skill of reading for pleasure. When I first arrive in the morning for work, and start up my computer, the little chime announcing that “You Have Mail!” invariably goes off even though all messages were attended to before I left work in the evening, and before I have even had the first sip of coffee. In today’s business atmosphere, just about everyone arrives at work substantially before the required time, I usually spend a good half an hour reading my newly arrived e-mail, and replying to those that require a response.

My complaint is not with the e-mail that pertains to business or necessities, but with the plethora of “junk mail” that arrives each new day, along with the substantive messages. Here, I am not even referring to SPAM, the dreaded awful unsolicited rubbish that comes unannounced. This can generally be detected right off just by reading the subject line. No, I am referring to the well-meaning personal messages consisting of Forwards, Attachments etc. Have you ever had a long message that was sent to several groups bounce back on your email, in spite of the fact that your name is listed as one the recipients? Have you noticed that emails grow by time? A reply to a reply, and a forward, as it goes on until the one paragraph email fills couple of sheets? By the time I work my way through these, my head is spinning. Most of them go straight into the recycle bin.

The most pernicious of e-mail arrived recently with the subject “I Love You.” Any right-thinking engineer should have realized from the subject alone that the message was up to no good. Who loves an engineer? I must be a confirmed pessimist because those words flew like a lead balloon. My first impression was that someone made a mistake and they had intended the message for my handsome younger brother. By the time most optimists opened this piece of e-mail and realized what was happening, the damage was done. Hard drives were corrupted, and files wiped out in an electronic puff. This certainly was a case of e-mail being a Time Waster, not only for the time spent even reading it, but for the time spent restoring computer functions.

In short, although e-mail can be a Time Waster from time to time, I can’t imagine how we can get along without it in just a few years that it has become so popular. Certainly when used in a professional and responsible manner, it has become an indispensable tool that can allow communication with amazing speed and range that I have to confess that I could not have envisioned in less than a decade.

Jalal Gohari

IN MEMORIAM

James P. Barbera
Former New York Section Chairman

James P. Barbera, a long-standing active member of the IEEE, passed away suddenly on September 11, 2000 at his home in New York City. He was 71 years of age and a senior member of the IEEE.

Mr. Barbera currently was affiliated with the Marketing Services Group in New York City responsible for networking and all aspects of information technology. Prior affiliations included New York Telephone and Hewlett Packard.

Mr. Barbera was active at the National, Regional, Council, and Section and Chapter levels of the IEEE. He served as Chairman of the New York Section as well as the Communications and Computer Chapters of the New York Section; Member of the Tellers Committee; Government Activities Coordinator for Region 1; Chairman of the METSAC Council; Coordinator and Program Chair of the 1996 Sections Congress and numerous other activities for the above entities.

In addition to his professional activities Mr. Barbera was also active in Community Activities. He served as an evaluator and consultant on Science Awards for the New York City High Schools.

He is survived by his wife Laura, his son Jeremy, two grandchildren, sisters and brothers and many friends. He will be missed.
OFFICERS

SECTION CHAIRMAN - Jalal Gohari
VICE CHAIRMAN, OPERATIONS - Ralph Tapino
VICE CHAIRMAN, ACTIVITIES - Ralph Tapino
TREASURER - Robert Pellegrino
SECRETARY - Benjamin Schall
AWARDS CHAIRMAN - Peter Mauzey
P.A.C.E. CHAIRMAN - Peter J. Greco
PUBLICATIONS CHAIRMAN - Frank E. Schink

STAFF

EDITOR - Harold Ruchelman
ASSISTANT EDITOR - Leon Katz
HISTORIAN - Vincent McDonough
METSAC - Karl O. Sommer

Companies all across the country look to us for everything from training to accountants to MBAs.

DeVry. It's your one source resource.
Our Institutes of Technology turn out graduates who are highly skilled in a variety of fields: computers, business, telecommunications, electronics and accounting.
Our Becker Conviser CPA Review prepares individuals for certification in public and managerial accounting. Since 1957, over a quarter-million accountants have come from Becker's review course.
For more information, visit our Web site at www.devy.edu or call the number that fits your needs.

DeVry/Long Island City 1-888-713-3879
Becker Conviser CPA Review 1-800-868-3900 ext. 94
Every two years with each new Congress, IEEE-USA publishes a Legislative Agenda that serves to outline priorities to address during coming legislative session and to inform IEEE US members, policy makers, and other organizations and the public about our policy concerns. A survey allows IEEE US members to provide feedback on the slate of proposed issues. Based on your response and other input regarding the outlook for legislation in the 107th Congress, IEEE-USA’s Board of Directors will narrow the issues down to a list of 5-10 at its November 2000 meeting as a guideline for IEEE-USA volunteers and staff in the coming year. Please take the time to fill out this survey which can be found at:


New York Section PACE Calendar of Upcoming Events. The following are proposed Section activities. Dates and locations will be announced in future issues when they become available. Please plan to attend at a meeting or seminar.

October 11: Financial Seminar
November 8: General Meeting
December 13: General Meeting

If you have suggestions on areas of professional activities that interest you please contact me.

Peter Greco  PACE Chairman
Tel.: 212-614-3357  Fax: 212-529 5237
email: p.j.greco@ieee.org

The Employment Assistance Web Site brings together dozens of job-search resources in a single location. The site includes the following:

IEEE-USA’s Listing Service:
This highly rated job listing service gives members free information on job openings in every region of the country. To obtain current job listing, set your web browser to www.ieeeusa.org/jobs.html.

Entry-Level Employment Assistance Site:
If you are an engineering graduate, recent graduate, of IEEE Student Member looking for the first job this is one of the best places to begin your career. Special entry-level employment services include job listings, links to company sites and job-search tips and techniques:

<www.ieeeusa.org/EMPLOYMENT/entry.html>

IEE-USA’s New Resume Referral Service:
IEEE-USA in cooperation with Resume-Link has established a members-only Resume Referral Service which IEEE members may register, FREE of charge via web registration or by hard copy. Your resume will stay on file for six months (with an option to renew the listing up to a year). For hard copy registration forms, contact Resume-Link at 614-923-0600 or <socmember@resume-link.com>. 
Your Right to Vote

Why is this election different from any other? What are the issues? How will they effect us and our children, the next generation and those to come? We are entering a new millennium and we are faced with many problems that may seem unrelated; but are touching us directly and will do so more as time goes on. We are truly in a global environment and what we do effects not only us but those in China as well. I have visited China recently and let me assure you that the same McDonalds, Kentucky Fried Chicken, Coke and Pepsi ads that exist here and know so well are in China too. It happens that Kentucky Fried Chicken leads McDonalds and the Chinese like Pepsi better than Coke. They have the same environmental issues. They burn coal and have major pollution problems, thus their need to construct the major hydro-electric facility: 3 Gorges Dam. The Chinese are driven to economic growth. In the last 10 years they have made enormous progress in both construction of housing and offices. Their economy is every bit as capitalistic as ours. You would not be aware of the limitations on personal freedom unless you were a citizen and tried to move freely about the country or publish anything critical of the government. But you could set up your own shop or hawk your wares in the street with no apparent restrictions. It would be a mistake to doubt what we call ‘global warming’. Even if this summer was cool and a real pleasure, a look at other areas would convince even the most skeptical that things are getting warmer on this earth. The major issues I see are how we chose to allocate the budget surplus, what environmental policies do we want, how are we doing to handle health care and educational issues. I don’t think our armed services are lacking, though others may claim this to be the case. I believe that if there is a significant tax reduction, it will not really benefit me as a working engineer. I would rather see the surplus applied to Social Security, Medicare, paying down the debt, health care, building and improving schools, the infra-structure, and things that I can not do as an individual. I remember from the days of economics 101, that if you give people more to spend, it will increase inflation especially if our factories are already fully employed. The more we chase a limited supply of goods the higher the price of those goods: supply and demand theory, 102. It is the old game of ‘guns or butter’, you can’t have both. By the time a tax break will trickle down to my level the $ 100 or $ 1,000 that I would see could be better spent fixing the streets or building new and better classrooms. My local roads could use a lot of work as well as the rail line I commute on daily. I would like to see Social Security taken care of before anything else. Much has been said about this and little done. This would help both the generation about to retire and those workers contributing to this fund. While there is excitement about individual accounts, I find that engineers are not stock investors and giving us this option would only help a few. If the fund was invested in a market index of the S&P 500 with an insurance policy guaranteeing the principal this would address the maximization of the Social Security Fund. Next we need a universal health insurance plan, or at the very least one that will cover all the children in this country. I am not suggesting to you which candidate to vote for, only that you make a decision based on the best information at hand and vote. We will elect a new President – Vice-President, Senators, and Representatives. These people will determine how the budget is allocated, which judges to appoint, and this will in effect determine our future. I know much of what you will hear is rhetorical; but beneath it all there is a stain of logic that needs to be deciphered. As engineers it should be easy for us to grasp at the truth and act accordingly. Not to act is not in our tradition or our best interest. At the same time we in the IEEE will also be electing new officers. The past issue of the Monitor carried the endorsement for Robert Noberini for USA President Elect. Bob is an excellent person and well qualified for this position. He is a dedicated worker. He supports all things related to the IEEE and our goals as US engineers. He knows our problems and speaks well on issues related to them. I think he will look after our interests both here in New York and throughout the country. Whatever your choice in this and the national election I urge you to vote and be counted. By getting involved in the election process in this very meaningful way and helping to select our leaders you will be giving direction to our country and the IEEE for many year to come.

Michael A. Miller, Past Chair
New York Section
New York Section Distinguished Service Award
Nominations Due October 31, 2000

The IEEE gives many awards, some to people, some to organizations. For many awards, section people support other people who make the final decision.

However, the New York Section has a Special Awards Committee that selects, every year, without needing approval from others, the person who receives the Section’s Distinguished Service Award.

IEEE members – you? – submit information to the Committee about candidates you nominate.

The physical token of the Award is a plaque, typically presented at the Section’s annual Awards Dinner, at which the recipient and a friend are guests of the Section.

Purpose and Qualifications

The purpose of the Award is to honor a Section member who has made contributions of exceptional distinction. The contributions may include “service to the Section, industry, profession, or community” and must be “visible, definable, significant, and sustained.”

Any IEEE New York Section member of Member Grade or above is eligible to receive the Award.

Recipients

2000 George E. Gilmore
1999 Jalal Gohari
1998 Frank P. Farinella
1997 Frank E. Shink
1996 Roger K. Sullivan
1995 Amos E. Joel
1994 Philip M. Paterno
1993 William Terry
1992 Robert W. Gillette
1991 Anthony B. Giordano
1990 Jack L. Jatlow

Nominations

Nomination forms for 2001 are due on Tuesday, October 31, 2000.
Instructions and a form to fill out are available at http://www.ewh.ieee.org/r1/new_york/ to help you nominate a candidate.
A completed form, or a request for instructions and a form, can be sent by surface mail or, preferably, by email to:
Mr. Peter Mauzey
Lucent Technologies, Room 2L-519
101 Crawfords Corner Road
Holmdel, NJ 07733-3030
p.mauzey@ieee.org

STUDENT ACTIVITIES

STUDENT LEADERSHIP TRAINING WORKSHOP

The Student Leadership Training Workshop for the year 2000 will be held at the New Jersey Institute of Technology (NJIT) in Newark, N.J. on Saturday October 8,2000. Refreshments will be available at 9:30 AM and lunch at about noon.

Students from Area B Sections (Sections: N.Y., L.I., North Jersey, Jersey Coast, Central Jersey and Connecticut) are invited to attend.

For more information please contact:
Dr. Haroun Mahrous, h.mahrous@ieee.org, Tel: 732 727 2194
The IEEE-USA's President's Column
Merrill W. Buckley, Jr.

On the Importance of Professional Development

IEEE-USA emphasizes professional development on a regular basis. While many of our members understand the need to develop and refine their non-technical skills, there are others who haven’t come to grips with how important those skills really are. I’ll use this column to tell you what I’ve learned about this important subject over the course of my career.

From where I sit, I see that engineers are faced with two conflicting realities. The first reality is the importance of our daily work to society. Engineering is vital to making the world a safe, productive, efficient place to live. The second reality, however, is that engineering as a profession is not held in sufficient esteem. As a result, that means that individual engineers sometimes feel they are under-appreciated.

While well-meaning people -- myself among them from time to time -- debate the reason this is so, a third reality is that engineers and their employers can take steps to correct this situation themselves. Professional development that focuses on sharp communications skills, sound project management, and enhanced interpersonal relationships is a good starting point and will reap benefits for the engineers who choose to expand their repertoire of soft skills.

I have noticed over the years that young engineers repeatedly encounter the same scenario. Armed with a new degree and a set of hopeful expectations, they go to work for a corporation, an engineering firm, a government agency, or enter academia to begin their careers. You can spot the fortunate ones without too much trouble. Perhaps they grew up in homes where one or both parents knew the value of good communications skills and teamwork and passed that knowledge along to their children. Or perhaps the new engineer is a quick study and is working with more senior colleagues who are good mentors.

Some aren’t so fortunate, however. They don’t begin to suspect how their effectiveness will be impaired because their engineering classes haven’t prepared them for bringing a project in on time and budget, managing client relationships, coping with different personalities on their team, or relating well to their management.

IEEE-USA's professional development programs can help. Visit our Web page at www.ieeeusa.org/prodevcon to see the kinds of programs offered and what attendees said about the last Professional Development Conference. In addition, keep yourself apprised of educational opportunities through your Section and Society newsletters.

Plan now to budget for professional development. If you’re an employer, consider sending some of your staff – both junior and senior – to develop new skills and refine existing ones. And don’t forget to explore other avenues for professional development. Your community may provide opportunities in a college or community college, or through adult education courses through the Board of Education. Further, many publications include articles that offer insight into career-enhancing behaviors, including The Wall Street Journal, Fast Company and Fortune. A subscription to one of these, or another business publication, can be an effective first step toward managing your own professional development program.

Finally, we’re planning to launch a quarterly publication, IEEE-USA News & Views, to go to all U.S. members. In addition to featuring professional-related information, it will focus on non-technical subjects to help improve your career possibilities and your worth in the employment marketplace. Make sure you develop the habit of reading it.
Calendar of Upcoming Events

**October 11, 2000** (Wednesday) 5:30 PM to 7:00 PM  
New York Section PACE  
Investing for Growth  
Parson Brinkerhoff, One Penn Plaza, 2nd Floor Lounge, New York, New York  
For more information call: Jim Minck @ (212) 392-8206 or Fax to (212) 392-7744 by Monday, October 9, 2000

**October 18, 2000** (Wednesday) 6:00 PM to 8:00 PM  
The IEEE NY Section Vehicular Technology and Communication Society Chapters  
Rail Signal System Innovations Forum  
Nortel Networks, 320 Park Avenue (50th Street), New York, New York  
Advanced registration required for admission  
$35.00 checks payable to IEEE NY Section to RT&T Inc., 30 Woodlake Dr., Croton-on-Hudson, NY 10520

**November 16, 2000** (Thursday) 8:30 AM  
New York Chapter of the IEEE Communications Society (COMSOC)  
"Wireless Internet Technologies and Services"  
Con Edison, 19th Floor Auditorium, 4 Irving Place, Manhattan, NY  
For more information contact Dimitar Georgievski at: dimitarg@websyn.com  
or Jim Barbera at: j.p.barbera@ieee.org or to register by credit card see our web site at  

---

**Help Wanted**

**ELECTRICAL ENGINEER**  
ENSIGN ENGINEERING, P.C. Consulting Engineers, seeks qualified person for the design of electric service and distribution system/fire alarm systems for commercial, educational, science labs & health care projects. Candidate must have 5-10 years experience and excellent communication and computer skills. BSEE, P.E., a plus.

**ELECTRICAL ENGINEER/ENTRY LEVEL**  
ENSIGN ENGINEERING, P.C. Consulting Engineers, seeks qualified person for the design of electric service and distribution system/fire alarm systems for commercial, educational, science labs & health care projects. This is an entry level position and candidate must have a BSEE, 0-1 years experience and excellent communication and computer skills.

Send resumes and salary history only to ENSIGN ENGINEERING, 3397 East Tremont Avenue, Bronx, New York 10461 or fax to (718) 863-6178 or email to:  

cjc@ensignengineering.com

Please no phone calls. EOE.
Rail Signal System Innovations Forum
October 18, 2000, 6:00 to 8:00 PM
Host: Nortel Networks
320 Park Avenue, (50th ST) NYC

The IEEE NY Section Vehicular Technology and Communication Society Chapters will co-sponsor a technology-sharing forum on rail signal systems. Lead panelists will explain and answer questions on the Communication Based Train Control (CBTC) system that is being developed for the Southeastern Pennsylvania Transportation Authority and the new signal system being developed for the Southern New Jersey Light Rail Transit System with a shared Right-of-Way for freight service.

Lead panelists are John LaForce and Brian Middleton. John is an IEEE Member, Voting Member on the IEEE CBTC Standards Committee, and Deputy Chief Engineer Operations for SEPTA. Brian is the Booz-Allen & Hamilton Rail Systems Project Manager working on the NJ Transit Southern New Jersey Light Rail Transit System. Systems engineers, suppliers, installers, and operators are invited to share insights.

Future IEEE NY Section, Vehicular and Communication Society Technology Sharing forums are being planned for:
- Fiber Optic Communication networks for Rail Vehicle control,
- NYC Transit R-143 Rail Car propulsion, control, and signage,
- Automatic Bus Location and Control Systems, and
- Wayside and Railcar PA and Customer Information Systems

There is a $35.00 charge for the forum and refreshments commencing 5:30 PM.

Advance registration is required for admission.

IEEE Members and non-members may register for the October 18, 2000 forum by sending $35.00 checks payable to IEEE NY Section to RT&T Inc., 30 Woodlake Dr., Croton-on-Hudson, NY 10520. IEEE Members please provide membership number and indicate interest in participating on one or more of the planned forums.
SECTION / STUDENT BRANCH RELATIONS

This is the time of year for back-to-school sales and gearing up for a new academic year. At IEEE this means a new flock of Student members. We would like to encourage all Sections to recognize, keep in touch with and support their local Student Branches and Student Branch Chapters. Encourage Student members to attend your meetings and have some events geared just for them. Remember, students are the future volunteers and getting them involved now is key!

Your Section SAMIeee recipient is able to provide lists of Student members for individual Student Branches by filtering on the School Code. For a list of Branches by Region, please visit the IEEE Student Concourse web site at http://www.ieee.org/membership/students/sc_branches.html.

For Student Branch news, Branch Calendar, awards, scholarships and contact information, check out the Student Concourse home page at http://www.ieee.org/students or contact MailTo:student-services@ieee.org.

OFFICER ROSTER UPDATE

The IEEE Section/Chapter Support staff is updating the officer roster for November publication. Please make sure we have the latest information for your Unit! The deadline for submissions to make the next issue of the Roster is 15 September 2000. You can submit via the web at http://www.ieee.org/ra/scs, click on "Required Reporting", then "Officer Confirmation", or send the information via email to MailTo: scs-officer-report @ieee.org.

REASONS TO GET AN IEEE WEB ACCOUNT

You've probably heard many references to IEEE Web Accounts but still may be asking "What is it, and why do I need one?" IEEE Web Accounts provide IEEE members and customers with access to a growing number of online services, many of them free. Web Accounts provide access to Bibliographies Online, BooksPlus, and Spectrum Online; renewing membership; shopping in the IEEE Online Catalog & Store; and soon, access to IEEE Xplore.

According to IEEE Executive Director Dan Senese, "Upcoming areas of planned migration to Web Accounts are e-mail alias services, IEEE OPeRA (through Xplore), and other to-be-announced Society-oriented services and publications."

To register for an IEEE Web Account or for more information, visit http://www.ieee.org/web/accounts/.

REFERENCE-LINKING SERVICE GOES LIVE

CrossRef, the reference-linking service, went live on 5 June 2000. The IEEE and 32 other leading scientific and scholarly publishers are participating in this initiative, which will revolutionize the way engineers and scientists use the Internet to conduct online research.

According to CrossRef Executive Director Ed Pentz, "CrossRef is now well on its way to becoming the comprehensive source for linking journal articles. The reference links that researchers want and need are starting to appear."


APPROPRIATE USE OF IEEE STATIONERY

Volunteers who have IEEE stationery (business cards, letterhead, etc.) may use that stationery only for official IEEE business. Use of stationery for other purposes may imply IEEE endorsement of that purpose.
TECHNICAL INTEREST PROFILES AVAILABLE AS PDF FILE

The current IEEE Society/Council Technical Interest Profiles (TIPS) are now available on the Technical Activities Society/Council Home page as an Adobe PDF file at


For more information on TIPs, contact Alicia Tomaszewski, IEEE TechnicalActivities, MailTo: a.tomaszewski@ieee.org.

IEEE COMPUTER SOCIETY LAUNCHES CAREER SERVICE CENTER:

The new IEEE Computer Society Career Service Center is the latest of several IEEE online resources for job seekers. The Center features searchable postings for jobs available in the computer field around the world. In addition, IEEE Computer Society members can post their resumes and access the Society's other career-related services from the Center.

Visit the site at http://www.computer.org/careers/.

DISTINGUISHED LECTURER PRESENTATIONS

As a result of the recent funding approval for the Electronic Distinguished Lecturer initiative, IEEE Technical Activities staff has been coordinating taping and formatting three Distinguished Lecturers presentations with Rutgers University in New Brunswick, New Jersey. Each of these presentations will consist of a Distinguished Lecturer's audio, along with their PowerPoint presentation. Each presentation is approximately 45 minutes in length and will be available in both English and Spanish versions.

The audio portion will be the only translated portion of these presentations, the PowerPoint slides will remain in the speaker's original English format.

Once the presentations are ready for viewing on the World Wide Web, the site will have links to both the English and Spanish versions, giving the viewer the option to choose their language preference for the audio on any specific presentation listed on the site.

For questions regarding the Distinguished Lecturer program, contact MailTo: society-lecturers@ieee.org.

AFTER-HOURS TRAVEL EMERGENCY ASSISTANCE.

Effective 31 August 2000, IEEE members who need emergency travel assistance after business hours can call Global Travel Services' improved hotline at +1 800 872 2689. Those living outside the United States or Canada should call +1 907 266 6677. The access code for all callers is 4QM.

For more information, contact Global Travel Services, MailTo: travel-team@ieee.org or +1 800 TRY IEEE.

2001 MEMBERSHIP APPLICATIONS MAILED

2001 IEEE Membership application packets have been shipped to all Section Chairs, Section Membership Development Chairs and all Student Branch Counselors. Camera ready copies for duplication were included. Application samples have also been sent to Society Presidents.

Of course, don't forget that the always convenient web application can be found at:

http://www.ieee.org/membership/.

IEEE PRESIDENT-ELECT, 2001

Arthur W. Winston was successful in his bid to be a petition candidate for 2001 IEEE president-elect. Winston served in 1998 and 1999 as vice president, IEEE Educational Activities. He will run against Lloyd A. "Pete" Morley and Raymond Findlay for the 2002 IEEE presidency.

The IEEE Annual Election Web site identifies the candidates on the 2000 ballot and the positions for which they are running. As biographical sketches, candidate statements and rebuttals become available and are received in total for each of the election categories, they will be posted at


For more information, contact Angela Wyckoff, IEEE Corporate Activities, MailTo:a.wyckoff@ieee.org.
Why not advertise where 6,200 high-income enlightened New Yorkers will view your message? Consider our low rates and unique distribution. Extend your reach; put your company image where the payback is immediate and rewarding.

**The IEEE MONITOR is published monthly.**
except for June, July, and August and is
distributed throughout the Metropolitan Area

Mr. Advertising Executive
Any Company
1 Main Street
Any City, USA

Dear Mr. Executive,                       Re: Your Ad in **The IEEE MONITOR**

Send in your copy to either of the following. Indicate the number of issues you would like you ad to appear in and its size. Where better to place your ad.

Thanks for your support and contribution.

Harold Ruchelman, Editor     Paul J. Sartori, Publicity Chair, IEEE
c/o Con Edison, room 1500-D    c/o Con Edison, room 1500-D
4 Irving Place                4 Irving Place
New York, New York 10003     New York, New York 10003
PUBLISHER’S STATEMENT
The IEEE MONITOR is the official news publication of the New York Section of The Institute of Electrical and Electronics Engineers, Inc. The New York Section is comprised of the five boroughs of New York City (Brooklyn, Bronx, Manhattan, Queens and Staten Island) plus Rockland and Westchester Counties. The publication reports on events and activities of interest to the general membership composed of electrical and electronics engineers and computer scientists, presents topical feature material relevant to the engineering profession, and carries the monthly IEEE society chapter calendar of events as a service to its readers.

CIRCULATION
The IEEE MONITOR is distributed to all IEEE members in the New York Section plus additional subscribers. Monthly circulation as of December, 1999 is 6,200.

ISSUE AND CLOSING DATES
The IEEE MONITOR is published monthly except June, July and August. Advertising order deadline is the first of the month preceding issue date. Camera ready material is due on the 5th of the month preceding issue date.

MAILING INSTRUCTIONS
Address all correspondence concerning advertising to:

IEEE Monitor
24 Chamber Lane
Englishtown, N. J. 07726

DISPLAY ADVERTISING RATES
Display advertising space is available in full and fractional page sizes. To qualify for frequency discounts, advertiser must furnish publisher with a schedule of insertion dates. Schedule may be changed by notifying publisher prior to regular deadline date.

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1X</th>
<th>3X</th>
<th>5X</th>
<th>9X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$630</td>
<td>$599</td>
<td>$567</td>
<td>$536</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>490</td>
<td>470</td>
<td>441</td>
<td>417</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>395</td>
<td>375</td>
<td>356</td>
<td>336</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>280</td>
<td>266</td>
<td>252</td>
<td>238</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>225</td>
<td>214</td>
<td>203</td>
<td>191</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>165</td>
<td>157</td>
<td>149</td>
<td>140</td>
</tr>
<tr>
<td>Bus. Card</td>
<td>85</td>
<td>81</td>
<td>77</td>
<td>72</td>
</tr>
<tr>
<td>Col. Inch</td>
<td>35</td>
<td>33</td>
<td>32</td>
<td>30</td>
</tr>
</tbody>
</table>

Covers
Back 755  717  680  642
Inside Back 695  660  626  591

Preprinted Inserts
Four pages: $1,070, no frequency discount.

COMMISSIONS
15% commission allowed to all recognized ad agencies providing payment is received by due date. All ads invoiced on publication closing date. Full payment due 10 days after issue date. Rendering invoice to ad agency does not relieve advertiser in case agency default.

MECHANICAL SPECIFICATIONS
Size
Publication trim size 8 1/2" x 11"
Image size is 7 1/2" x 10"
Publication is black and white 3 column format. Each column is 14 picas wide.
Color is NOT available at this time.

| Full Page | 7 - 1/2" x 10" |
| 2/3 Page | 4 - 3/4" x 10" |
| 1/2 Page (horizontal) | 7 - 1/2" x 5" |
| 1/2 Page (vertical) | 4 - 3/4" x 7 - 1/2" |
| 1/3 Page (square) | 4 - 3/4" x 5" |
| 1/3 Page (vertical) | 2 - 1/4" x 10" |
| 1/4 Page | 4 - 3/4" x 3 - 3/4" |
| 1/6 Page | 2 - 3/4" x 5" |
| Bus. Card | 2" x 3 - 1/2" |
| Col. Inch | 1" x 2 - 1/3" |

Materials
Preferred material for black and white ads is right-reading emulsion side down negative. Halftone screen is 100 lines. Veloxes, other reproducible proofs and laser printed materials are acceptable. Photocopied material is not accepted. Original artwork accepted at advertiser's risk. Composition and assembly to advertiser's layout available at nominal charge. Submit copy and layout for quote.

ADVERTISING POLICY
All advertising is subject to the publisher’s approval. Advertisers and their advertising agencies assume all liability for all content including text, illustrations, sketches, labels, trademarks, etc., of all advertising submitted for publishing, and also assume responsibility for any claims arising therefrom made against the publisher.
THE NEW YORK CHAPTER
of
THE IEEE COMMUNICATIONS SOCIETY
sponsors a full-day conference on

Wireless Internet Technologies and Services
Thursday, November 16, 2000, 9:00 AM to 4:45 PM
The Management Meeting Room at Consolidated Edison, 4 Irving Place, 19th Fl., New York, New York

This full-day seminar will explore the emerging Mobile Commerce Markets, Wireless Internet Technologies and Applications. Presentation topics include Wireless Broadband and Wireless ISP Services, Wireless LAN Technology, WXML, 3G Handsets, and Integrating Wireless Technology with Corporate Internet Applications. For additional information see our web site at http://www.comsoc.org/socstr/chptrs/NYC/com19ny4.htm.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker</th>
<th>Position</th>
<th>Company</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td></td>
<td></td>
<td></td>
<td>8:30 – 9:00</td>
</tr>
<tr>
<td>Keynote Address: The Emerging Mobile Commerce Markets, Applications and Wireless Internet Technologies</td>
<td>Tim Connolly</td>
<td>Head of Business Development</td>
<td>Ericsson Inc.</td>
<td>9:00 – 10:00am</td>
</tr>
<tr>
<td>Wireless Broadband Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wireless LAN Technology</td>
<td>Bruce Alexander</td>
<td>Manager-Technical Marketing. &amp; Engineering</td>
<td>Cisco</td>
<td>11:00 – 11:45am</td>
</tr>
<tr>
<td>Wireless ISP Services</td>
<td></td>
<td></td>
<td>GoAmerica Communications Corp.</td>
<td>11:45 – 12:30pm</td>
</tr>
<tr>
<td>Lunch</td>
<td></td>
<td></td>
<td></td>
<td>12:30 – 1:30pm</td>
</tr>
<tr>
<td>WXML</td>
<td>Frederick Farcy</td>
<td>Chief Executive Officer</td>
<td>Carbonmedia</td>
<td>1:30 – 2:15pm</td>
</tr>
<tr>
<td>Integrating Wireless Technology with Corporate Internet Applications</td>
<td></td>
<td></td>
<td>IBM</td>
<td>2:15 – 3:00pm</td>
</tr>
<tr>
<td>3G Handsets &amp; Data Services</td>
<td></td>
<td></td>
<td>Nokia</td>
<td>3:15 – 4:00pm</td>
</tr>
<tr>
<td>Wireless Internet Service Case Study</td>
<td></td>
<td></td>
<td>Charles Schwab Corp</td>
<td>4:00 – 4:45pm</td>
</tr>
</tbody>
</table>

*** REGISTRATION
Your telephone number: ……………………… . Your Signature: …………………………………………………………………
Your Printed Name AND Company Name (for Name Tags):
…………………………………………………………………………………………………………………………………………………………
Street Address/Room/City/State/Zip: ……………………………………………………………………………………………………..

*** PAYMENT INFORMATION (Includes Lunch and Refreshments – Payment is Final, You may send a substitute)
Amount Authorized: (Circle the Appropriate Amount, otherwise the $175 rate will apply and be charged.)
• $175 or,
  For IEEE Members, your Membership #…………………..(Required for the following discounted rates)
• $150 for Members or, $135 for new (2000) Members (Consider joining today!)
• $35 for Students

• By Credit Card – CIRCLE AMEX, VISA or M/C # ……………………, Expires on………, Signature…………………
  (FAX (530-706-6798) this completed form with signature to Dimitar Georgievski.)
• Bill my Company. Purchase Order No.: ……………………………………………………………………………………………
  (FAX (530-706-6798) this completed form with signature to Dimitar Georgievski.)
• My check No. …………  in the amount of $ …………. is enclosed.
  (Checks are to be made out to NY IEEE COMSOC and mailed with this form to: Karl Wummer, 39 Beechwood Ave, Manhasset, NY 11030)
You can also register on our web site: http://www.comsoc.org/socstr/chptrs/NYC/com19ny4.htm
For more information contact Dimitar Georgievski at dimitarg@websyn.com
Rudy and Mortality

Recently the mayor of New York realized he is mortal. He was diagnosed with prostate cancer, the disease that took the life of his father. After being diagnosed, running for the senate no longer mattered. He spoke in softer tones being more human and less political. The Rudy sharp edge was smooth. People were asking is this for real; will this nice guy remain or will his ego resurface?

Facing your own mortality is obviously different in the long term for everyone. Some people need only one experience to make a lasting impression. In my friend’s case this didn’t happen. About 20 years ago he had a heart attack. A blood vessel became blocked causing the attack. With medication and exercise he began living a normal life. In the beginning he had the fear of having another attack. As the years passed the effect of the heart attack on his psyche diminished to the point that it is just a memory.

In 1993 I had a stroke. I was paralyzed on the right side. I couldn’t move my right arm or leg and the vision in my right eye was blurred. The paralysis only lasted for about 5 hours but the effects of the stroke on my body chemistry lasted about 2 years. In other words I just didn’t feel well for about two years. I never appreciated my health as much as I do now. The doctors reminded me at the time how lucky I was to be walking and functioning normally.

After my introduction to mortality the things that seemed so important to me didn’t matter anymore. In a real way that stroke was a blessing. When I hear people complain about salary structure or political mischief, I just think how foolish all this really is in comparison to your health. You can say health is wealth, but it really sinks in when you lose it. Until that point, it is just words.

You have heard or read about people with a “near death” experience. There are the stories of the dark tunnel and the brilliant light. These people see themselves floating around the room while a team of doctors is working feverishly to revive them. Many of these people claim that they are so peaceful in this state that they really do not want to come back.

Very few people have had this experience and there are many more who are skeptical as to whether the people who claim to see themselves floating around the room weren’t just dreaming. What is much more common in our business world is what I like to call a “near life” experience. In a way our education complex and our corporations are turning people into automatons who never really experienced life as it was meant to be.

I would observe people where I worked and noticed that only on Friday at 5 P.M. did these corporate zombies seem to come back to life. Their step was quicker and their faces had a life filled glow, anticipating a weekend away from the crypt. To me Friday was a resurrection day. I would think, yes there is hope; there is some vestige of life in these people. The challenge is to harness this hope and see if it could be instilled in these people during the workweek.

All of us must be involved in teaching people how to be completely alive. It can’t be accomplished by complaining about the inadequacies of others. We don’t want to float around observing how bad things are and then generate negative feelings that sap the life out of co-workers. Being alive means have hope for a better world, faith that our nature was created to make things perfect, and most of all, it means having charity for everyone in this messy process. Yes we are involved in a messy process. But it can be fun in working through the process knowing that something worthwhile will ensue. If you ever watched your mother make a cake you would see the mess in mixing the ingredients. But when the process was finished you enjoyed the fruits if her labor.

Most people sooner or later will come to know they are mortal. Yes we are all going to die, no doubt about it. The challenge is live life to the fullest. If we don’t accept the challenge we will nearly be alive, well except maybe just for Fridays at 5 P.M. To me, that is a terrible way to waste a week. In closing I quote Benny Hill. I try to follow his humorous advice. “Live every day as if it is the last day of your life, and one day you will be right.” I just hope you will live so that you won’t be dead wrong.
IEEE New York Section
Presents
Investing for Growth

* Mutual Funds        * Money Management
* Stock Selection     * Building a Stock Portfolio
* Analyst's Top Picks * Turnaround Targets
* Investment Strategy * Mutual Funds Selection

* Special Topic: Morgan Stanley Dean Witter's Investment Outlook and Strategy for the Market

Date
Wednesday, October 11, 2000.
5:30 P.M. - 7:00 P.M.
Parsons Brinkerhoff
One Penn Plaza, 2nd Floor Lounge
New York City

Featured Speakers

Jim Minck
Senior Vice President, Financial Advisor
Retirement Planning & Investment Specialist
Morgan Stanley Dean Witter, New York

Bill Presutti
Vice President
Oppenhiemer Funds, New York

Reservations Are Necessary

Please RSVP to Jim Minck by phone (212) 392-8206 or
Fax to (212) 392-7744 by Monday, October 9, 2000

Morgan Stanley Dean Witter, New York
Member SIPC, NASD

RSVP*
Name: ________________________________________________________________
Address: ...............................................................................................City: ______________ State: _______ Zip Code: _________________
Telephone (W): ______________ (H): ________________________________Email: ________________________________________________________________
Guest(s): ____________________________________________________________

* If you plan to attend, please fax this invitation to Jim Minck at 212-392-7744

Presented as a service to IEEE Members by
The IEEE New York Section, PACE Committee