Building A High Volume Scalable Web Site

Thursday, November 15, 2001

(See Details Inside)

New York Section and Chapter Elections

The election meeting is scheduled for Wednesday, November 14, 2001. Voting will take place at 5:00 PM at Pete's Tavern, 129 East 18th Street on Irving Place, Manhattan, NY.

The Nominations Committee of the IEEE New York Section proposes the following slate for election as officers and elected committee chairs of the Executive Committee for the period January 1, 2002 to December 31, 2002.

**Officers**

Chairman - Ralph Tapino
Vice Chair - Operations - Robert M. Pellegrino
Vice Chair - Activities - Kenneth E. Vought
Treasurer - Benjamin Schall
Secretary - Robert Noberini

**Elected Committee Chairs**

By Laws – William N. Coyne
Managing Editor – Harold Ruchelman
Long Range Planning – William L. Perlman
Special Events – Len Rubenstein

Chapter Organization – Philip M. Paterno
Historian – Vince McDonough
Publications – Frank E. Schink
Web Master – Harold Ruchelman

**The NY Chapter IAS-PES Slate**

Chairman - Uwe M. Enke
Secretary - Michael A. Miller
Sr. Member at Large - Alan Osborne
Vice Chairman - James Nucito
Treasurer - Neil Weisenfeld
Jr. Member at Large - William Montgomery

**The NY IEEE COMSOC Officer Slate**

Chair - Dimitar Georgievski
Secretary - Eva Kuruc
Web Master - Larry Muller
Activities - Mohsen Shawarby
Junior Past Chair - Karl Wummer
Vice Chair - Yuan Yao
Treasurer - Anthony Joseph
Publicity - Bertil Lindberg
Senior Past Chair - Frank Jones
THE NEW YORK CHAPTER
of
THE IEEE
COMMUNICATIONS SOCIETY
sponsors a full-day conference on

Building A High Volume Scalable Web Site
Thursday, November 15, 2001
9:00 am to 4:45 pm
The Management Dinning Room (19th Floor)
Consolidated Edison
4 Irving Place, New York, New York

For full details:
Seminar Registration Form
November 15, 2001 seminar sponsored by the
New York Chapter of the IEEE Communications Society
Building A High Volume Scalable Web Site

Registration fee:
- IEEE Member $150
- Student $35
- New IEEE Member $135
- Others $175

First Name: ___________________________ Title: ___________________________
Last Name: ___________________________
IEEE Membership No.: ______________
Company: ___________________________
Address: ___________________________
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MAIL: Mail a check payable to the NY IEEE ComSoc and send it to:
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39 Beechwood Avenue
Manhasset, NY 11030

P.O.: Bill my company. FAX (530-706-6798) this completed form with signature to Dimitar Georgievski.)

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For additional information contact Dimitar Georgievski at dimitarg@websyn.com
Building A High Volume Scalable Web Site

More and more organizations are taking e-business into their own hands by building and operating their own web server infrastructure. In today’s fast moving world, a successful web site can experience explosive traffic growths. The success of a web site can quickly be lost by a system that cannot meet the capacity required to meet their user’s traffic volume. Stories of web sites that have failed are in the press almost every week. The ability to scale a high volume (traffic) web site infrastructure is a major requirement to be successful. To help computer and communication’s professionals meet this challenge, The New York Chapter of The IEEE Communications Society is sponsoring a full-day seminar on Building A High Volume Scalable Web Site. The seminar will be held on Thursday, November 15, 2001. We have invited leading experts to identify the requirements and solutions that allow a web site to be rapidly scaled to meet the volume growth. Dr. Willy Chiu, IBM Vice-President of Software Division’s High Volume Web Sites will be our keynote speaker. He will discuss the challenges of building and scaling a high volume web site. There will also be speakers from major web site hardware and software infrastructure vendors. At the conclusion of this seminar the attendees will have an understanding of the key technical issues surrounding the building of a High Volume Scalable Web Site.

Businesspersons planning on implementing a commercial web site, Information Technology Professionals and anyone involved in e-commerce, web site design, web site implementation and web site management would benefit by attending this seminar.

For more detailed information on the seminar, and to register, please visit our web site at http://www.comsoc.org/socstr/chptrs/nyc/.

Sloan Foundation Career Cornerstone Series discounted

Seize the opportunity to enlarge your Section or Society Library with the Alfred P. Sloan Foundation non-profit, award winning, "Sloan Career Cornerstone Series." The new discounts make the sets available at $50 instead of the list price of $350 for either nine videos or nine CD-ROMs. They are ideal for your pre-college outreach activities.

The Series helps students make informed career decisions based on the day-to-day experiences of those already working in the technical fields of engineering, mathematics, and the physical sciences. Topics covered include career paths available to a variety of scientists and engineers including electrical engineers and computer scientists.

The sets were developed, with support from the Sloan Foundation, in a unique partnership between eleven engineering, mathematics, and physical science associations including the IEEE. Videotapes run 25 to 64 minutes in length; CD-ROM’s include extensive career, salary, and career profile databases plus Internet links.

For more information, or to purchase at the discount level, visit www.careercornerstone.org and download the special discount order form, or e-mail sccsinfo@aol.com to request a form via fax, mail, or e-mail attachment.
On November 15, 2001, the IEEE North Jersey Section Engineering Management Chapter will host a presentation on "Project Management for Telecommunications Services" by Dr. Mostafa Hashem Sherif.

**About the Talk**
The discipline of Project Management has been dealing mostly with industrial projects in construction, aerospace and defense. In the last decade, many different industries including software engineering have applied project management techniques to meet the triple constraints of cost, quality and schedule. However, very few textbooks or courses on project management have addressed the special needs of project managers in service organizations.

The focus of this talk is on telecommunication services. First, we give examples to show how the approach to project management differs in this situation from that of equipment manufacturing or software development. We then show how these differences affect the context in which project management is applied in the areas of scope management, quality management and risk management.

**About the Speaker**
Mostafa Hashem Sherif is a Principal Member of the Technical Staff at AT&T Laboratories. He received his BSc in Electronics and Communications and MSc in Electrical Engineering from Cairo University, Egypt in 1972 and 1975 respectively, and PhD in Engineering from the University of California, Los Angeles in 1980. In 1996, he obtained his Masters of Science in the Management of Technology from Stevens Institute of Technology, Hoboken, NJ.

Dr. Sherif is a senior member of the IEEE, a member of Sigma XI, a Certified Project Management from the Project Management Institute, a member of the Awards and Recognition working committee of the AT&T Project Management Council and a member of the evaluation committee for the Commission on Science and Technology, State of New Jersey, reviewing pre-proposals for the R&D Excellence Program. Since 1993, he has been a standards editor for the IEEE Communications Magazine. In 2000, he was appointed to the board of the IEEE Press as the representative of the IEEE Communications Society.

He is a recognized international expert on standards for packetized voice and digital signal processing in transmission equipment. He was a major contributor to the following key ITU recommendations: 1) ADPCM G.726/G.727 which are used in many telecommunications network applications, 2) G.764/G.765 which are the benchmark for voice packetization and compression in telecommunications network equipment, 3) G.511 for testing facsimile processing network equipment and 4) G.720 which is the standard method for testing voice coders with data signals. He has also been the main contributor to Committee T1 reports on voice packetization and echo cancellation. He is currently one of AT&T participants at the ATM Forum. He was awarded the AT&T Labs Standards Award by the President of AT&T Labs in 1998. This year, he was invited as a speaker at the ITU Megacom-2004 symposium in April 2001 to advise the study group 16 on its future work plan.

He is a founding member of the series of conference on International Conference on the Management of Technology sponsored by the International Association for the Management of Technology. He was invited on several occasions by the National Science Foundation to participate in its activities on innovation and technology management. He is also a founding member of the IEEE International Symposium on Computers and Communications and was the co-general chair of the 2000 Symposium. He has been the guest editor for Speech Communications (June 1993) and the IEEE Communications Magazine (September 1997 and April 2001).

He is the author of the best seller Protocols for Secure Electronic Commerce, CRC Press, 2000, now in its second printing. The French version was published by Eyrolles, France under the title La Monnaie électronique and is co-authored with Professor A. Sehrouchni.

**All Welcome!**
You do not have to be a member of the IEEE to attend. Bring your friends.

Time:  7:00 - 9:00 PM, Thursday, November 15, 2001.
Place:  New Jersey Institute of Technology (NJIT), Room 202, ECE Center, Newark, NJ. Directions are available at [www.njit.edu](http://www.njit.edu).
Information:  Wayne Owens, (201) 767-3400 x226 (wowens@ieee.org).
Calendar of Upcoming Events

**November 15, 2001**  (Thursday) 9:00 AM - 4:45 PM  
The IEEE NYC Section Communications Society Chapter  
"Building a High Volume Scalable Web Site"  
Con Edison, Management Meeting Room, 19th Floor, 4 Irving Place, Manhattan, NY

**November 15, 2001**  (Thursday) 7:00 PM - 9:00 PM  
The North Jersey Section Engineering Management Chapter  
"Project Management for Telecommunications Services"  
New Jersey Institute of Technology, Room 202, ECE Center  
For information call Wayne Owens at 201 767-3400 ext. 226

**November 17, 2001**  (Saturday) 9:30 AM - 4:00 PM  
The North Jersey Section SAC  
"Professional Skills Development Workshop"  
Stevens Institute of Technology, Burchard Auditorium, Hoboken, NJ  
For information e-mail Amit Patel at a.j.patel@ieee.org

**December 9, 2001**  (Thursday) 7:30 PM  
The IEEE Consultants' Network of Northern New Jersey  
"Consultants' Network Planning Meeting & Workshop"  
KDI Triangle, 60 s. Jefferson Road, Whippany, NJ  
For information call Robert Walder at 973 728-0344

**December 13, 2001**  (Thursday) 7:00 PM - 9:00 PM  
The North Jersey Section Engineering Management Chapter  
"Project Management: High-Impact Techniques for Any Effort"  
Crestron Electronics, Training Room 2, Rockleigh, NJ  
For information call Wayne Owens at 201 767-3400 ext. 226

The following New York Section members have been elevated to Senior Member Grade

Congratulations to

**Joseph D. Conners**  
**George Hacken**  
**Douglas A. Buchanan**
HELP WANTED

IBM - Interconnect Engineer - Poughkeepsie, NY

As an Interconnect Engineer you will provide a single focal point for the development of interconnect technology used in current and future eServer products. Activities would include development, evaluation, qualification and recommendation of the appropriate connector and cable assemblies as they pertain to the application requirements. The position would also require performing the necessary development engineering work to bring the interconnect technology to the market. This would include vendor interaction, documentation, and testing to ensure that program needs, such as performance, quality and reliability requirements, are met. The scope of work is to be performed while maintaining an industry awareness of new technology developments and using key suppliers, develop new technology if it is not currently available. Bachelors Degree in EE or ME and 5 or more years of industry experience with high speed and high reliability interconnect products required.

If this sounds like you, please send your resume to Nicole Gonzales, nicolemg@us.ibm.com.

Help Wanted – New York Section – Positions Available

Assistant Editor, Instrumentation & Measurement Chair,
And Engineering Management Committee Chair

Assistant Editor Wanted

The New York Section seeks an Assistant Editor. This person will provide support to and learn all necessary functions in the production of the Section Newsletter – The Monitor, including layout, production scheduling, composition, editing, advertisements, writing, correspondence, etc. The responsibilities included assisting the editor in:

- Selecting articles.
- Obtaining advertisements.
- Reviewing and approving and layouts.
- Scheduling issues.
- Attending executive board meetings.

Engineering Management, Instrumentation and Measurement Chairs Wanted

The New York Section seeks new chairs for these committees. These people will provide an agenda and activities appropriate to enhancing and providing activities for our members. The responsibilities of each committee Chair, which should be delegated among its members, include the following:

- Selecting speakers and other activities for meetings.
- Recruiting members.
- Reviewing and approving an agenda.
- Scheduling activities.
- Attending executive board meetings.
NJ EMS Chapter
Presents
Project Management: High-Impact Techniques for Any Effort

On December 13, 2001, the IEEE North Jersey Section Engineering Management Chapter will host an electronic presentation on “Project Management: High-Impact Techniques for Any Effort” by Cinda Voegtli. The IEEE Electronic Distinguished Lecturers Program prepared this presentation.

About the Talk
The focus of this presentation is on the process of project management. Techniques which lead to successful projects. Methods which have failed. How is a marketing concept transformed into a finished product? What steps along the way will produce a higher probability of success? These questions and more will be addressed.

About the Speaker
Cinda Voegtli, BSEE, is President and CEO of ProjectConnections.com, a web-based service providing online resources and support for project managers worldwide. She has 20 years experience in hardware and software development, engineering and project management, and product development process improvement. Her experience spans a wide variety of industries such as data and telecommunications systems, medical devices, robotics and computer systems, software and information systems, and virtual reality and game products.

Cinda has held director-level and senior management positions at high-technology companies in Dallas, Los Angeles, and Silicon Valley. She has managed projects in start-up, high-growth, and established large corporate environments. Since 1992 she has provided corporate high-technology clients with product development and project management expertise, led related workshops in the U.S. and abroad, and presented at project and engineering management conferences.

Cinda served as President of the IEEE Engineering Management Society for two years and as Chairman of the Silicon Valley EMS chapter for two years, and also held the positions of EMS Chapter Coordinator, VP Member Relations, and Executive VP. She served as guest editor of the winter ’96 and winter ’99 issues of IEEE Engineering Management Review focused on project management. She writes the Project Tips column in Today's Engineer magazine, published by IEEE-USA.

Her other IEEE responsibilities include leader of the IEEE Leadership Development Program working group, and member of the editorial board of THE INSTITUTE. She previously served on the IEEE Electronic Services Steering Committee and the Section/Chapter Support Committee.

All Welcome!
You do not have to be a member of the IEEE to attend. Bring your co-workers.

Time: 7:00 - 9:00 PM, Thursday, December 13, 2001.
Refreshments will be starting at 6:30pm
Place: Crestron Electronics, Training Room 2, Rockleigh, NJ.
Directions are available at http://www.crestron.com/contact/directions.html
Information: Wayne Owens, (201) 767-3400 x226 (wowens@ieee.org).
Professional Skills Development Workshop
Call for Participants

This notice is to inform all interested students/GOLD of the upcoming Professional Skills Development Workshop. This annual workshop will be held on Saturday, November 17th, 2001 at Stevens Institute of Technology, Hoboken, NJ in the Burchard Auditorium from 9:30am to about 4pm.

If you don't already know, this workshop is to provide students an opportunity to get professional skills education that is not available in an academic environment. Comparable to last year's workshop, the agenda will include topics emphasizing softer skills that engineers need to succeed in today's working world. Previous topics included career planning and management, overcoming fears, and public communication skills.

The Fall 01 program will include new professional topics and new speakers from industry/academia. This year's topics include:

- "The Basics of Monte Carlo Simulation: A Tutorial"
- "Life Management Skills for Success"
- "Diversity, Culture, and Technical Project Management"
- "What to do Before the Pick Slip Arrives"

Remember, this workshop is open to all interested engineering students and GOLD members that want to learn such professional skills and have an edge before they go to work or at their current jobs. Invite your fellow engineering friends and spread the word.

So what do you have to do? PRE-REGISTER! Attendance to the event is completely FREE. You MUST pre-register to reserve a seat at the event, to reserve a copy of the FREE workshop proceedings (this is a copy of all the speaker's presentations and related materials) and to reserve a seat for a FREE lunch. If you do NOT pre-register we cannot guarantee any of the above.

The registration form can be found on the North Jersey IEEE Section SAC website: http://ewh.ieee.org/r1/north_jersey/sac Also, directions, agenda, location, maps, speaker biography and detailed abstracts can be found there or email the organizer Amit Patel a.j.patel@ieee.org for more information or to join the SAC mailing list.
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Thanks for your support and contribution.

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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.

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MEETING ANNOUNCEMENT for Thursday, December 6, 2001

Consultants’ Network Planning Meeting & Workshop

On Thursday, December 6, 2001, the IEEE Consultants’ Network of Northern NJ (CNNNJ) will conduct its annual Planning Meeting and Workshop.

ABOUT THE TOPIC

The November/December meeting of the IEEE Consultants’ Network is a strategic planning meeting for IEEE Consultants’ Network members and consultants who are considering membership in the Consultants’ Network.

The main purpose of the meeting will be to discuss ideas and expectations for the various Network functions in the upcoming year and also announce the results of the annual election of officers.

The major functions performed by the IEEE Consultants’ Network that will be discussed are:

- Monthly General Meetings – Suggested feature topics will be discussed.
- Member Networking – Member presentations and alternate general meeting formats that improve networking.
- Group Marketing & Image Building – CNNNJ Website, Trifold and postcard mailing, CNNNJ’s free consultant referral service, and alternate publicity methods.

Following the workshop session, holiday refreshments and snacks will be served, compliments of the IEEE Consultants’ Network.

ABOUT THE CONSULTANTS’ NETWORK

The IEEE Consultants’ Network of Northern NJ was founded in 1992 to encourage and promote the use of independent technical consultants by business and industry.

ALL WELCOME!

Time: 7:30 PM, Thursday, December 6, 2001
Place: KDI Triangle, 60 S. Jefferson Road, Whippany, NJ. (entrance at rear.)
Information: For directions and up-to-date meeting status, call Robert Walker, (973) 728-0344 or visit our website at www.TechnologyOnTap.org
Attendance: Free admission.
GROUND ZERO

There are no words to describe the hurt on that day, September 11, 2001. We know one thing for sure; we will never be the same. Our reaction to the events of that day will determine whether we are able to walk the higher road or slip to where only base emotions prevail.

To see engineering marvels such as the twin towers and the miracle of jet flight being used to inflict pain and suffering on innocent people is beyond man’s thinking in this age and in our country. I can safely say for all engineers how sorry we are for all the victims and their loved ones involved in this total misuse of our engineering talents.

The purpose of engineering is to provide economic alternatives through the use of applied science. Although the twin towers were never designed to withstand a direct hit from today’s largest aircraft, we must remember that these planes are the most economical designs. No one could have foreseen the unthinkable.

There is an old saying, “Fool me once shame on you. Fool me twice shame on me.” Our country is at war, a type of war we never fought before, but one that we will soon learn how to fight and win.

Engineers have an important role in wars. In fact it is believed that the word “engineer” is derived from a Latin word meaning “war machine”. Engineers were originally designers of war machines. It soon became apparent that these creative individuals could be used to design structures for civilian purposes and hence we get the words, “civil engineer”.

There is an irony in that today which is referred to as the information age we must rely on information to protect our selves from the new enemy. China built a great wall for protection, the British developed an air force, we developed an atomic bomb, and now we are called upon to develop systems to obtain information as efficiently as possible. Here we are with the most sophisticated destructive weapons engineers can design and essentially in the end we will have to rely on word of mouth to prevent further loss of life. The only way to stop a terrorist is to know who they are, where they are located, and finally apprehend them.

To remind you of the importance of information, remember the difficulty we had in apprehending the “unibomber”. All of our sophisticated detective work failed in finding this deranged individual. He was the worst kind of criminal to deal with, because he was not only crazy, he was also brilliant. It was his ideas described in words that his brother recognized that finally led to his capture.

The worst mistake we can ever make in fighting this war or in any war is to underestimate the power of the enemy. The British did it in our revolutionary war, the South did it in the Civil War and we did it in Vietnam.

People who die for what they believe in are often called fanatics. Think of the words of our great patriot Patrick Henry, “Give me liberty or give me death.” Imagine what the British people thought of this colonist. To us he is a patriot, to the British he had a few feathers missing from his quill pen. Of course the British underestimated Patrick and his crazy friends.

We must always remember that the sole purpose of a terrorist is to terrorize you. They know that fear will destroy our way of life. And believe me it will since I have had first hand experience of what fear can do. I live in the Bronx with all the advantages of city living where colleges and universities are in walking distance or a 15-minute drive. Many of us can walk to the second largest zoo in the world. The theatre district is a 45-minute subway ride. The tax on a one family house with four bedrooms and a two-car garage is $1200 per year. Why did many people leave this area in the 1970’s? The answer was fear. Some I know were maimed or killed in car accidents in suburban areas since they depended on their cars for getting the simplest things as a loaf of bread. And guess what, they are now getting mugged in parking lots. Fear destroyed their way of life.

When I was little boy in public school the country was at war, World War II. Once a month we had assembly day that began with the twenty-third psalm, Some of the words in this psalm are as follows: “Yea though I walk through the valley the death I fear no evil for the Lord is with me.” Maybe it is time to bring this reading back in our schools again.
THE NEW YORK
SECTION’S 2002
IEEE FELLOW
AWARDS DINNER

The 2002 IEEE Fellow Award Dinner Dance Honoring
The New York Section's Fellows
will be held on Saturday evening, February 23, 2002.

This year, our dinner dance will be held in the beautiful Ballroom of the Southgate Towers,
located at 371 Seventh Avenue, between 30th and 31st Streets in Manhattan.

Festivities will begin at 6:30 P.M. with crudite and cocktails where we will have a chance to relax,
get acquainted and reacquainted.

You will have the opportunity to pamper your palate with a choice of either a succulent prime rib
or a delicious grilled Norwegian Salmon entree. Each gourmet entree will be accompanied by an
appetizer, salad and dessert. There will be a brief awards ceremony after dinner and dancing.

There is a parking lot under the hotel, with an entrance on 31st Street and there is a park and lock
lot on 31st Street between 7th and 8th Avenues.

A special overnight Hotel room rate of $198 is available, with special reservation.

Reservations for the affair may be made by completing the coupon below and forwarding it to Len
Rubenstein at the address indicated before February 1, 2002.

A special rate of $85 for each ticket is available to IEEE members.

Organizations wishing to be Industry Sponsors or non-IEEE members
may obtain additional information and cost by contacting:
Len Rubenstein (212) 629-6501
William Perlman (908) 810-8555

MEMBER RATE RESERVATION FORM

Send to: Len Rubenstein
Diec - Suite 1701
875 Ave. of the Americas
New York, NY 10001

Please indicate meal selections:

Meat _____
Fish _____

Name: _______________________________________
Company: ____________________________________
Address: _____________________________________
City: _______________________________ State: ______
Zip Code: __________ Telephone: _______________

IEEE Member # __________ No. Of Tickets @ $85.00 __________

Amount Enclosed $ ________________

MAKE CHECK PAYABLE TO: IEEE, NY Section