

SEPTEMBER 2009

# GOLDRush

The quarterly newsletter of IEEE GOLD for young professionals



Celebrating 125 Years  
of Engineering the Future



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## MESSAGE FROM ADRIAN PAIS 2009 MGA GOLD Committee Chair

Dear IEEE GOLD members,  
As young people we often have unique needs and challenges. Many of us have just started our careers, and are still trying to work out where we want to be in the future. "Should I become a technical expert or go into a management role?" "Should I continue to work in industry or go back to university and do a postgraduate course?" "Should I build my career in the power electronics industry or move to another sector?" These are just a few of the unlimited number of questions that recent graduates ask themselves. To make things even more challenging, there are many other factors to take into account when making decisions – the impacts on your family, the place you live, any volunteer work you do, your social life, your job security, and your financial wellbeing.

The mission of GOLD is to *Inspire, Energize, Empower and Engage recent graduates to envision and realise their dreams.* Each and every one of us is gifted to contribute to society in a different way. GOLD's aim is not to tell you what your dream should be or enforce any boundaries upon you. Rather we seek to give you opportunities to find out what your dream is and then try our best to help you to make it a reality.

For this to happen, GOLD volunteers and IEEE staff in every entity of the IEEE must have a focus on *you*, the member. You, the member, should also have an *external* focus, sharing your many talents and ideas to



help others in their own journeys. I believe that it is only through this collective attitude, that the GOLD vision - *to be the global community of the brightest, most dynamic, and most innovative recent graduates engaged for the benefit of humanity* – will become a reality, breaking boundaries and using technology to make a positive difference to the world around us.

There are a countless number of benefits of being an IEEE GOLD member, many of which you may be unaware of. For example, IEEE *Mentoring Connection* is a program that puts you in touch with a mentor who can support you as you make your decisions about your career. Joining one of IEEE's 40+ Societies allows you to find a home within the



Inspire, Energize, Empower and Engage

IEEE, extending your professional network beyond your workplace and keeping up-to-date with the latest trends in industry and research. The vast majority of Societies now have activities that are specifically targeted at

recent graduates, e.g. networking and career advice sessions in which you can meet seasoned professionals.

Events organised by your local GOLD Affinity Group or Section might just allow you to unwind with like-minded people after a long day at work, or be intrigued by a talk from a world renown IEEE Distinguished Lecturer. Interactive and highly topical webinars offered by various groups within the IEEE, including GOLD, IEEE-USA, and *Spectrum*, allow you to engage virtually with members from all over the world, learning from world-class speakers about a plethora

of highly relevant issues and topics such as negotiation, innovation, marketing, technology to solve humanitarian challenges, and of course, technical trends, e.g., nanotechnology and green energy.

Then, of course, there's *IEEE GOLDRush*, a publication produced *by* recent graduates *for* recent graduates. With a readership of thousands from all over the world and an ever-increasing number of paper submissions, this publication is yet another platform for engaging you, presenting you with relevant content, and linking you with others whose insights might help you to make your dreams happen.

Last, but not least, volunteering in your local Affinity Group or Section will give you valuable skills that you can transfer directly to the workplace. On that very note, I'd like to finish off by thanking the many thousands of volunteers all over the world, who work tirelessly day-in and day-out towards the mission and vision of GOLD. To me, you are the greatest, and you will always be the greatest.

Best wishes,  
Adrian Pais  
2009 MGA GOLD Committee Chair

## GET A LIFE

**How Socialising Can Enhance Your Career** By George Gordon, Editor

Recently I received an invitation to attend a party. It was a fairly casual invite, which I only received at the last minute. At the time, I was busy looking for a job, making arrangements for moving overseas and had a number of other tasks keeping me busy. Accordingly I was somewhat reluctant to attend. Nevertheless, I ignored the nagging inner voice of my work ethic and attended the function. As it turned out, I ended up chatting with an acquaintance I knew from university, and he mentioned that the company he worked for might be hiring. The following day I sent him through my résumé and within a week I was offered a job at his company. Not only had I found a

job, but I had also gained something else I had not bargained for: a new friend.

While there was admittedly some serendipity involved in this encounter, it illustrates a key principle: the importance of socialising. Not only does socialising enrich your personal wellbeing but the positive effects of it can spill over into other areas of life, including your career. Certainly, it is often tempting to neglect your social life in favour of work or other commitments, but the importance of socialising to all areas of life must never be underestimated. Neglect opportunities to be social

and you limit your chances to be fulfilled personally and your success within your career.



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Neglecting socialising in favour of work can actually be detrimental to your career.

At the most basic level, socialising is a chance to exercise your social skills i.e. those skills that facilitate interaction and communication with others. Personal contact is arguably the most effective medium of doing this although online communications, including e-mail and teleconferencing, are becoming increasingly important. Good social skills are vital to making lasting professional contacts, forging relationships in the workplace and dealing with clients. In an increasingly competitive world it is your skill with people that can be the determining factor in whether you move ahead, despite your level of technical ability.

Like with any other skill the best way to refine your social skills is simple: practice. Every opportunity to meet new people, spend time with friends or attend social functions is a potential opportunity to refine your social skills by socialising. IEEE provides an endless source of opportunities to do just this. Many IEEE talks and lectures offer chances to socialise with both the presenter and the audience before and after the event. Conferences, a major component of IEEE's activities, offer a multitude of excellent opportunities to socialise with your peers including ice-breakers, dinners, tours and even poster ses-

sions. Furthermore, it is not just improved social skills that you take away, but also many lasting professional contacts made in the process.

But perhaps the best means of refining social skills offered by IEEE is volunteer-



Socialising is beneficial for all involved.

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ing. Volunteering, be it at a local, national or international level, is a sure fire way to meet and work with many people from all over the globe. Through organising activities and attending meetings a volunteer is able to refine his or her skills at maintaining social networks via e-mail or other online media, phone conversations and face-to-face contact. This provides a very broad base for

exercising social skills with a wide range of people in a variety of media.

Socialising by definition must involve two or more people. The advantages that socialising yields cannot be enjoyed by one person alone. In fact, by actively socialising with your peers, you do not just benefit yourself, but you also enable others to exercise these same skills. It is, by nature, an activity that benefits all involved - and the more participants the better.

Perhaps the most compelling argument to spend more time socialising is the simplest: it is great fun. Our ability to socialise allows us to share our experiences with other people, and is the key to one of humanity's most noble traits: the ability to empathise. Empathy is what allows us to care about others, and makes life an altogether pleasant experience for all. It is our bonds with others that make life enjoyable and bearable in times of hardship. I urge you all to spend quality time with friends and family and to always make the effort to meet new people. By expanding and investing effort in your social networks, you will find that so too will your personal wellbeing and career opportunities expand.

## Call for Nominations: MGA GOLD Achievement Awards

The time has come to officially recognize those volunteers who have made positive and lasting differences to GOLD. The IEEE Member and Geographic Activities (MGA) board is seeking nominations for the 2009 MGA GOLD Achievement Awards. These awards are designed to recognize those substantive projects or achievements of a relatively short nature (one to three years) but which have left

an undeniable imprint on the fabric of GOLD operations.



The award aims to recognize individuals involved with GOLD activities who have singularly contributed to the development and completion of a project or activity that advances one or more of the GOLD goals and/or objectives.

Full regulations and nomination form can be found at [http://www.ieee.org/web/volunteers/mga/home/Awards/gold\\_awd.html](http://www.ieee.org/web/volunteers/mga/home/Awards/gold_awd.html)

## READER'S FORUM

Your questions and opinions

### The Waffle Chronicles

I enjoyed Loreen Ozolins' tale of linguistic mayhem in the June 2009 edition of GOLDRush.

Although I am not a young professional, I'll tell you the funniest language incident in my career.

In 1994, I was the leader of the International Delegation of Computer Security Professionals to the People's Republic of China. Our distinguished group was warmly welcomed in Guangzhou (aka "Canton"), Shanghai and Beijing. At one stop, I began the day of lectures to 300 Chinese financial experts with a brief comment in Chinese (I had studied Mandarin for 2 and half years in the early 1980s). I said in my best Chinese, "We are all friends and we all want to work!"

Well, the Chinese translator, a charming

young woman, tinkled a charming laugh and said clearly in English, "Ha ha - that sounds like Chinese!"

What is even funnier is that the entire room erupted into laughter - without any translation into Chinese! I am convinced that every person in that room spoke perfect English.

**MICHEL KABAY**

*Assoc. Chair of Computing & Assoc. Prof. of Information Assurance  
Norwich University*

*Express your opinions on GOLDRush articles and ask questions to the authors by submitting a letter to the GOLDRush reader's forum. Send your submissions to [GOLDRush@ieee.org](mailto:GOLDRush@ieee.org) before 5 November 2009 for inclusion in the December edition. Submissions must be no more than 200 words and may be edited if necessary. We look forward to hearing your thoughts!*



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### Photos: Baltimore GOLD and WIE Picnic

The Baltimore GOLD and WIE Affinity Groups recently held a joint potluck picnic in the woods in Rockville, Maryland, USA. The event brought together many GOLD and WIE members from around the area for an afternoon of fun.



Photos by Michael Pearce [michaelpearce.com](http://michaelpearce.com)

## INVITED ARTICLE

### The Waffle Chronicles: English – What they don't teach you at university (Part 2)

By Loreen Ozolins  
(IEEE Senior Member)

Once got into a cab after arriving at Changi Airport in Singapore.

"Can you please take me to the Sterling Condominium on Bukit Timah Road? Thanks," I said.

"Uhh?" the cab driver grunted.

"Steering. Bukit Timah. Can or cannot, lah?" I replied.

"Can," was his response as we swiftly pulled into the traffic heading to Bukit Timah Road.

The first request was in Western speak. The second request was in Singapore speak. Pop quiz: which one was right? Answer: The second one because that was when we actually communicated.

I was working as a Product Development Engineer at a telecommunications firm in New Zealand and I reported into the Marketing department. Now if you ever have the pleasure of working in a Marketing group, my advice: take it! They tend to have a lot of money for brainstorming new ideas. So, I was delighted to be invited to a three day off-site at an exclusive spa to attend the '7 Habits of Highly Effective People' in order that I could become a more effective Product Development Engineer.

Now the 7 Habits are pretty straight forward concepts in theory but in practice I

found one habit particularly obtuse: 'Seek First to Understand'. I know what these words mean when written on a page, but what do they mean in practice, particularly when dealing with different cultures?

Let me give you an example of what 'Seek First to Understand' means to me. While I was living in Singapore I decided to study two languages, German and French, in preparation for my upcoming move to Belgium. I soon enrolled in The Goethe Institute and Alliance Française. I had been attending both courses on a Saturday: German in the morning and French in the afternoon. After 3 months of study, I made an interesting observation and that's when I knew the true meaning of 'Seek First to Understand'.

When you first arrive at the Goethe Institute, it is strangely quiet. It is quiet because people are reading or studying for their upcoming homework, which is collected weekly, or cramming for the quiz (pop quizzes are common). There a couple of water fountains but usually, they do not allow drinks in the classroom. The students sit at tables of four, all facing each other. The instructor greets

you formally with a handshake and then the lesson begins on time and finishes exactly on time. The weekly homework is collected and graded. In order to move onto the next block of courses you must pass the exam. Their philosophy is that if you do not master the basic concepts, you will fall behind in learning the next lessons. Now, it dawned on me that the language itself reflects this efficiency and structure. German is a precise language with strict rules with few exceptions. Its sound is strong and efficient. It does not muck around and gets right to the point.

Contrast this with arriving at Alliance Française. The foyer is filled with music. You hear children practicing their French songs and there is a large theater playing French films on the ground level. On the second floor there is a café that serves espresso, croissants, and fabulous French inspired lunches and has an extensive list of wines – all from France. When it is time for class you can finish your espresso or glass of wine or, if you don't want to rush, you can even bring it to class with you.



It is important to understand different cultural backgrounds when communicating.

The classroom is set up with individual desks arranged in a circle. The instructor arrives mostly on time, give or take five minutes, and is always in a rushed laughing conversation in French with another instructor – whom he must take time to kiss three times on the cheeks (whether they be man or woman). He then takes a seat in the circle and immediately begins telling stories about his life growing up in France. Any homework is reviewed in class and not collected or graded. There are no quizzes but there is a final exam. If you don't pass the exam, they still encourage you to continue taking the classes because their philosophy is that if you are exposed to enough French – reading, writing and speech - it will all fall into place eventually. The language is free-form and excessively polite. It strives to convey the politeness of the people in the volume of words and its sing-song lyrics are friendly and music to the ears.

How interesting it was then when I visited both Germany and France, on several occasions, whilst living in Belgium. If you, too, have been to either country you will recognize that the inherent character of these two language institutes are a direct reflection of the language structure, sound and, to an extent, the societal norms in that country.

When you travel to Germany, you will notice that everything is efficient, process oriented, serious and tidy. E-mails are quick and efficient without flowery words or excessive greetings, direct and to the point. At the start of a meeting, everyone gets a quick handshake. So when you get an e-mail from your German colleague and it's short and to the point, it isn't that they are mad at you. It is just that they are reflecting their heritage.

When traveling through France, things are quite a bit different. You see people sitting in the city centre "taking" a coffee, deep in conversation, not really fussed about the time as it is the conversation that is important. The owners of the local shops expect you to acknowledge them with a "bonjour," when walk in the door and a "merci," when you leave. When receiving e-mails or letters, there is a whole paragraph dedicated to the pleasantries of the language before getting

down to the business at hand. When you get an e-mail from a French colleague, enjoy in the delights of the pleasantries.

This is how I finally realized the true meaning of 'Seek First to Understand'.

In today's culture where quick and poorly written English is used for communication on our mobile phones or by e-mail to colleagues and friends all over the world, 'Seek First to Understand' can enrich this experience. This is because it means so much more than just hearing the words of a conversation or reading the text on my phone without comprehension - a process riddled with opportunities for miscommunication.

***In order to convey true meaning of a message, you should write and speak with the receiver of your message in mind and adapt your style accordingly.***

How many of you have sent a text or e-mail that was completely misinterpreted? I would bet that many of you are nodding because it happens all the time. Someone once said they didn't like the "tone" in my e-mail. Sorry, sunshine, I thought, but there is no tone in an e-mail just whatever tone you ascribe to it – and sometimes this is very different to the tone that was intended. However, like my words to the Singaporean taxi driver, in order to convey the true meaning of a message, you should write and speak with the receiver of your message in mind and adapt your style accordingly.

When you are communicating, particularly with someone from a different country, it helps to understand a little bit about their cultural background, their language, their philosophy and take this into consideration when communicating. This applies irrespective of the communication medium whether it be having a conversation, writing e-mails, sending a text message, speaking on the



Loreen Ozolins has over 20 years of Project and Programme Management experience in a variety of industries. She has worked on several high tech projects including engine management systems for King of the Hill Corvettes, automation of paper machines and gas pipelines for forestry, telecommunications in the "Space Race" and managing large IT infrastructure Programmes for Singapore Airlines and DBS Bank in Hong Kong. She now designs and conducts project management workshops in Europe and Asia for world leading organizations in lithography, packaging, dairy, banking and electricity. Loreen is an IEEE Senior Member and has been actively involved in a variety of positions since 1984 when her first position was as the University of Colorado at Colorado Springs Student Branch Chair.

phone, writing an article for a journal or presenting a paper at a conference.

Taking an holistic view of the message you wish to convey, to whom and how you say or word that message, will ensure that the true meaning is completely understood by all parties involved.

Therefore, the second thing they don't teach you at university is: 'Seek First to Understand'. Do this by taking an holistic perspective of the people you work with, the city you live in, the country you work in and the friends you have made. If you do this, you will be a much better communicator all around.

Waffle on, friends!

***Comments on this article?  
Write to our Reader's Forum at  
GOLDRush@ieee.org***

## MEMBER PROFILE

Every issue, we profile a GOLD member in the workforce. This issue's profile looks at:

### Dr. Kim-Kwang Raymond Choo

IEEE Member, Canberra, Australia



Photo: News Limited

Dr. Raymond Choo pictured with Australian Prime Minister the Hon. Kevin Rudd during The Weekend Australian Magazine/Microsoft's Next 100 Emerging Leaders luncheon.

**Career description:**

I am a research analyst in high-tech crime at the Australian Institute of Criminology (AIC) – Australia's pre-eminent national crime and criminal justice research agency. I am also a Visiting Fellow at Australian National University's ARC Centre of Excellence in Policing and Security, and a member of the International Consultant Group (Research) in the joint United Nations Office on Drugs and Crime and Korean Institute of Criminology 'Virtual

Forum against Cybercrime' Program.

The thing I love most about my job is the opportunity to travel, meet and interact with colleagues from government agencies, industry peak bodies and academia in Australia and overseas. I always knew that I would be in some form of public service as I like to help people and this is something I enjoy doing. Serving in the Singapore Police force for five years and the Australian Institute of Criminology for the past three years only confirmed my commitment.

In June 2009, I was named as one of 100 Emerging Leaders (Innovation category) in The Weekend Australian Magazine/Microsoft's Next 100 series. My recent awards include a 2009 Fulbright Professional Scholarship in Australian-United States Alliance Studies, sponsored by Australian Government's Department of Foreign Affairs and Trade.

**Personal interests:**

Volunteering and participating in multicultural community events. Outside work hours and during the weekends I am also involved in other professional

activities such as serving on the editorial board for several international journals; sitting on program committees for several international information security conferences; and as a reviewer for several international conferences and journals. I continue to collaborate with overseas colleagues to work on research related to my Ph.D. studies in information security whenever I have the time.

**How has IEEE shaped your career?:**

I enjoy reading IEEE Computer Society's publications, which help me to stay on top of the latest developments in my field.

**Words of advice for young professionals:**

Besides having the prerequisite mathematics and ICT skills, a passion for research and an analytical and inquiring mind are a must for anyone who wants to work as an ICT researcher. Always seek to acquire new knowledge and keep abreast of major technological changes and understand the impacts of technologies on your work.

Also never give up, even in the face of adversity! I aim to learn from past mistakes and ensure that when opportunities present themselves, I will be in a better position to take them on and will work twice as hard to prove my worth.

# GOLD NEWS

From around the world

## GOLD Lahore's New Event Report Initiative

By Rafeael A. Chaudhry  
(IEEE Lahore Section GOLD Chair)

Recently an e-mail entitled 'Experts for Public Visibility' was circulated in IEEE Region 10. The e-mail discussed the ideas of bringing IEEE to the media and public visibility and providing a global platform where members, regardless of their geographical location, could quickly and easily share news and upload event coverage. This led me to think about the limitations of information sharing technology that sometimes makes IEEE members unaware of events happening locally and globally. I realized that self-updating news feeds were much needed. Keeping the limitations of blogs and Facebook in mind, I decided to provide an innovative solution to this impasse.

[Seenreport.com](http://seenreport.com) was a start up launched by a trio in Lahore, Pakistan with the slogan "People Powered News". It caught on and is now a part of a local media mogul's network although the founders still own a major share of their company. One of the founding members, who is an IEEE member and currently teaches at the Lahore University of Management Sciences, generously contributed a sub-domain of the official site to IEEE. This sub-domain provides IEEE members with a platform to report events, share thoughts and opinions, and debate on topics of mutual interest. The web-address for this is <http://ieee.seenreport.com> and how it works is simple

- The SeenReport IEEE sub-domain provides a platform for direct uploading of photographs and videos accompanied



by short descriptions. This can be done via cellular phones (SMS, MMS), e-mail, or a web interface. Items are published immediately even without an account. The sources of news items from non-members are listed as anonymous.

- News from the same city, as well as news with same description is automatically merged to form a single news feed.
- For example, if you e-mailed photographs and videos with descriptions to [ieee.delhi@seenreport.com](mailto:ieee.delhi@seenreport.com), [ieee.perth@seenreport.com](mailto:ieee.perth@seenreport.com), [ieee.singapore@seenreport.com](mailto:ieee.singapore@seenreport.com) or [ieee.boston@seenreport.com](mailto:ieee.boston@seenreport.com), they would automatically be published to a news feed under the appropriate city name.
- The moderator can also create special events like [ieee125@seenreport.com](mailto:ieee125@seenreport.com) and all e-mails and MMS messages sent to this address would be collated under this event news feed.
- Volunteers can comment on and discuss news items.

I realized the full potential of this platform when I covered the 2009 IEEE Pakistan Student Congress and asked other attendees to upload their photographs via SeenReport. The results were pleasantly surprising. The event portal, which was not publicized except on Facebook, received 10,000 views in just 7 days. A total of 35 reports containing 221 pictures and 4 videos of the event along with their descriptions were submitted. The event portal has now been viewed over 26,000 times.

What we aim to achieve from this is a global platform for IEEE members to be able to instantly share, view, and update news and content from their own locations, and to be able to debate with others about topics of mutual interest or concern. Members are encouraged to upload news and updates on an "as it happens" basis. I encourage all of you to join in and share your IEEE experiences with members around the world.

**Comments on this article?**  
Write to our Reader's Forum at  
[GOLDRush@ieee.org](mailto:GOLDRush@ieee.org)

## IEEE 125th Anniversary Celebration in Italy

By Cosimo Stallo  
(IEEE Italy Section GOLD Chair)

On July 6<sup>th</sup> 2009, an event celebrating IEEE's 125th anniversary and IEEE Italy Section's 50th anniversary was organized by IEEE Italy GOLD Affinity Group in conjunction with the AESS Space Systems Technical Panel and the Signal Processing and AES Chapters. Held in Villa Mondragone, the event was sponsored by the Armed Forces Communications and Electronics Association (AFCEA) and the IEEE Italy Section. Villa Mondragone has had a special significance ever since Galileo performed his first tests with his telescope there. Other groundbreaking experiments followed, including ones by Guglielmo Marconi, whose first radio communication experiments paved the way for the terra firma microwave communication era.

IEEE Italy Section Chair Prof. Silvano Donati began the event by welcoming participants. An introduction of IEEE Italy Section and Signal Processing and AES activities was given by Prof. Gaspare Galati. To emphasize the liaison between old members and newer ones, a presentation of the Italian GOLD



activities was given by Italy GOLD Chair Cosimo Stallo. AESS Vice-Chair Prof. Marina Ruggieri introduced two AESS distinguished lectures, respectively given by Prof. Daniele Mortari, (Texas A&M University) on Flower Constellations, and by Admiral Filippo Maria Foffi (Ministry of Defence, VI Division C4I and Transformation) on the existing situation and recent developments of the Italian Defence Satellite Communication.

After these talks, Prof. Ruggieri publicly nominated Prof. Mortari, Admiral Foffi and General Pietro Finocchio as honorary members of the AESS Space Systems Technical Panel, for their praiseworthy contributions to the aerospace world. General Finocchio is one of the most outstanding members of the AFCEA and President of the "Capitolo di Roma," an ethical forum aimed at improving professional knowledge and relations in the fields of communications, IT, intelligence, and global security. In order to boost new Panel activities and commend young members' contributions to IEEE, Prof. Marina

Ruggieri appointed IEEE Italy GOLD Chair Cosimo Stallo as Vice Chair of the AESS Space Systems Technical Panel. A new workshop on Intersection Project concerning data security in satellite applications was an-

nounced as the next event to be hosted in Villa Mondragone.

Special thanks goes to Prof. Marina Ruggieri, Dr. Paul Gartz, Emanuela Sentinelli and Dr Mirko Antonini for their help in organizing a successful and enjoyable conference.

## GOLD Events at ISCE

By Tom Wilson  
(Consumer Electronics Society GOLD Coordinator)

The Consumer Electronics Society (CES) held its first ever GOLD events at the International Symposium on Consumer Electronics (ISCE) in Kyoto, Japan. Beginning with a networking reception following the last technical conference track on 26<sup>th</sup> May, this was an occasion for about forty multi-cultural engineers to interact, network, and share experiences of their careers since graduating, and to continue informally the questions and discussions sparked during the technical presentations. We were fortunate that a few members of the CES Administrative Committee (AdCom) could join us to field questions about opportunities for volunteering at different levels within the society. As this year's CES GOLD chair, I was asked a lot of questions about the purpose and role of GOLD, which was an ideal chance to share its vision, goals and benefits.

Then after the conference banquet on 27<sup>th</sup> May we held a GOLD social event held at a local karaoke bar: the ultimate occasion to let our hair down and throw self-respect to



GOLD Networking Reception at ISCE

the wind. Twenty-five of us squeezed into two little box rooms, each equipped with high-tech audiovisual equipment: television, loud-speaker system, wireless microphones and a remote controller with about 1000 buttons. Fortunately a few Japanese speakers within our group were able to help navigate through the seemingly endless menus. In contrast, the process of choosing songs was much more 'analogue': a large book the size of a telephone directory contained serial numbers for songs arranged by band, title, genre etc. Overall, the experience was a reminder that expectations and experiences of consumer electronics can be very different around the world. Working through international hits together it was a bonding – if sometimes embarrassing – experience, and definitely fulfilled the GOLD criteria of “member engagement”. But you need not take my word for it: look at the photo and judge for yourself!

This is just the beginning: at future CES conferences we plan to organize professional development tracks on subjects such as project management and mentoring that are relevant to GOLD members. I am confident that through events such as these, more recent graduates will experience and appreciate the benefits of participation.



Photo: Arto Laikari

GOLD Karaoke Evening at ISCE

**Comments on GOLD News?  
Write to our Reader's Forum at  
GOLDRush@ieee.org**

## Photos: Morocco GOLD

The Morocco GOLD Affinity Group was officially formed in October 2008, and has since held a number of successful events (see GOLDRush June 2009 Edition). Some photos from their activities to date are included below.



## Western Australia IEEE Networking Forum

By Timothy Wong  
(IEEE Western Australia Section GOLD Chair)

On 30<sup>th</sup> July 2009, the annual IEEE Networking Forum was held in Western Australia. This event was jointly organised by the IEEE GOLD Western Australia Affinity Group and The University of Western Australia student branch. This event is an expo style set up where students and companies can talk directly to each other, network and provide presentations. It attracts over 400 students from all universities and 25 companies and organisations.

Since its establishment in 2000 by Helene Fung (now Region 10 GOLD Coordinator) and her student branch committee this event has thrived to become one of the largest volunteer run careers fairs in the country. This event has experienced significant growth in the past five years with the number of companies attending more than trebling since 2004 and interest from both students and industry increasing considerably.

## Tokyo GOLD Holds First Career Development Workshop for Students

By Alex Fung  
(IEEE Tokyo GOLD Secretary)

The Tokyo GOLD Affinity Group recently held its first career development workshop, entitled “Building up your skills during student days – for success in society” at Kogakuin University, Tokyo. The event, held on June 20th, was joint between IEEE Tokyo GOLD Affinity Group, IEEE Japan Council Women In Engineering Affinity Group, IEEE Tokyo Denki University Student Branch, and the Japan Society of Kansei Engineering.

The aim of the workshop, targeted mainly at undergraduate and graduate students, was to provide young students and researchers a chance to understand their career paths and learn through discussion how they should prepare for their career. Participants were able to join one of seven workgroups, each of which had a facilitator and a supporter who shared their experience with the participants. The workgroup topics were:

1. Skills we should learn in school for the coming 10 years
2. Design for our career
3. Building a career as a female researcher
4. Thinking about a future career during school
5. Difference of the research activities during school and in a career
6. Necessary skills in foreign companies
7. Career change and skill development

The groups were formed freely so people gathered together on topics they were mutually interested in, and engaged in discussions with the facilitators as well as other participants. In some groups, the facilitators first spoke about their career experience or expressed their views on various issues so that participants could discuss how to prepare themselves to overcome these issues. Other groups started out by discussing the interests and dreams of the participants or by listing all the keywords related to the main topic and drawing the conclusions. Each group differed from the others not only in the topic discussed, but also in the approach of the facilitator and participants.

At the end of the workshop, each group was required to create a summary their discussion. The facilitators then presented these



A workgroup discussing ideas

summaries to everyone so that participants could learn about other groups’ topics. After the workshop, a social function was held to allow participants to mingle with one another. Participants were also able to meet other facilitators with whom they did not interact during the workshop, as well as members of different related societies. The workshop received very good feedback from participants. Based on this experience, we hope to organize a similar workshop again very soon.

This was Tokyo GOLD’s first workshop since its establishment earlier this year. We would like to take this chance to thank the co-organizers of this workshop as well as the participants on the day. We refer interested readers to the full report at [http://www.ieee-jp.org/tokyogold/pdf/1st\\_Career\\_Development\\_Workshop\\_report090620E.pdf](http://www.ieee-jp.org/tokyogold/pdf/1st_Career_Development_Workshop_report090620E.pdf)



Participants were split into several different workgroups



Each group presented its conclusions to share with others

## GOLD/Technology Management Session at ISCAS 2009

By Elvis (Pui-In) Mak  
(Circuits and Systems Society R10  
GOLD Rep)

The first GOLD session of the IEEE Circuits and Systems Society was held successfully in Taipei, Taiwan on 25 May, 2009. The session was co-

hosted with the flagship conference of the society, the IEEE International Symposium on Circuits and Systems (ISCAS) 2009. It was supported by GOLD and the IEEE Technology Management Council (TMC), which includes the IEEE Circuits and Systems Society. The half-day session covered many interesting topics relevant to both GOLD activities and technology management. The event had three parts - a lecture session, a panel session, and to conclude, a reception. The lecture session featured three invited speakers, who shared their experiences in GOLD and humanitarian activities, technology management, and starting a company from research.

In the panel session experienced leaders from the field addressed a key area of technology management, 'Managing Projects Across International Boundaries'. Finally the reception, accompanied with food and drink, allowed attendees to network and share experiences. The Circuits and Systems Society hopes to hold other equally successful GOLD sessions in the future.

Comments on GOLD News?  
Write to our Reader's Forum at  
[GOLDRush@ieee.org](mailto:GOLDRush@ieee.org)

## Photos: Baltimore GOLD at NFB Youth Slam

In late July, the Baltimore IEEE GOLD Affinity Group attended and set up a stall at the 2009 National Federation of the Blind (NFB) Youth Slam. The goal of the event was to inspire blind and low-vision students to embark on careers in science and technology, often falsely believed to be out of reach for the visually impaired. More information on this event can be found at [http://www.blindscience.org/ncbys/youth\\_slam.asp](http://www.blindscience.org/ncbys/youth_slam.asp)



Photos by Michael Pearse [michaelpearse.com](http://michaelpearse.com)

## Networking the World: Region 2 Student Rep. in the Land Down Under

By Timothy Wong  
(IEEE Western Australia Section GOLD Chair)

I am not sure why the old IEEE slogan “Networking the World” is not used anymore. Increasingly, I am finding that this is true. Recently, the IEEE Western Australia Section had a visit from the Region 2 Student Representative, Andrew Thompson. After spending a semester on exchange at Queensland University of Technology and time at the IEEE R10 125th Anniversary Student Congress in Singapore, Andrew arrived in Perth just in time for our flagship event of the year, the IEEE Networking Forum. This is an expo style setup where students have the opportunity to talk to companies about their career and job prospects, attend their presentations and, importantly, build their professional networks. At this event, Andrew had the opportunity to meet the IEEE Student committee members from Western Australia and also participate in this event. Andrew and I had a long discussion

on the steps involved with running careers fair. I have been involved with the IEEE Networking Forum for 5 years and spent that time building a strong committee and industry relationships and was more than happy to impart that knowledge onto Andrew who was interested in running a careers fair in the Philadelphia section. I have personally learnt a lot from Andrew’s experience in IEEE, leadership and outlook for the future.

I took the opportunity to show Andrew the best that South Western Australia had to offer on a four day whirlwind tour covering 1500 kilometres (932 miles). Starting with the wineries in Margaret River we had the opportunity to see the inner workings of a winery and taste some fine wines from some of the most well known and respected wineries. This was followed by a trip to the lighthouse in Augusta and some sightseeing in a Historical coastal city called Albany. We



Tree top walk in Walpole (Pictured from left: Andrew Thompson and Timothy Wong)

also stopped by Walpole and did the famous tree top walk and a climb up of the tallest tree in Western Australia, the Gloucester tree located in Pemberton. This road trip was a great opportunity for Andrew and I to get to know each other and to talk about our volunteering experiences within the IEEE along with our dreams and ambitions.

On Andrew’s last few days in Perth we all enjoyed a dinner attended by IEEE Student and



At the IEEE Networking Forum. Pictured from left: Timothy Wong, Andrew Thompson and Armin Kousari.



IEEE Dinner in Perth. Clockwise from top: Timothy Wong, Andrew Thompson, Ritwik Roy, Helene Fung, Michael Luo and Kenny Wong

GOLD committee members. I have no doubt that Andrew’s visit has resulted in strengthened ties between Western Australia and Philadelphia Sections, along with many lifelong friendships from down under. It is really encouraging to see young talent in the IEEE continuing to prosper, and I look forward to working with Andrew in future. Though the slogan has fallen from use, IEEE really is still “Networking the World”.

**Comments on GOLD News?  
Write to our Reader’s Forum at  
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# PEER-REVIEWED CONTRIBUTIONS

## Around Africa for Microelectronics Awareness

By Ndubuisi Ekekwe  
(IEEE Member)

Emerging technological advancements are becoming very important to the socioeconomic development of nations. New technologies have provided new means of exchanging information, and transacting businesses cheaply and efficiently. Technology has continued to change the dynamics of most industries by providing an effective means of utilizing the human and institutional capabilities of nations in both the public and private arenas. As the world moves towards knowledge-based economic structures and data societies, made up of networks of citizens, organizations and countries which are mutually and interdependently linked globally, the impacts of new technologies will remain central in international commerce, industry and culture.

The remarkable success of many of these technologies within the last few decades can be traced to the phenomenal growth of microelectronics. This technology has enabled new dimensions in knowledge acquisition, creation, dissemination and usage since it was invented. Yet despite its pervasive impacts on

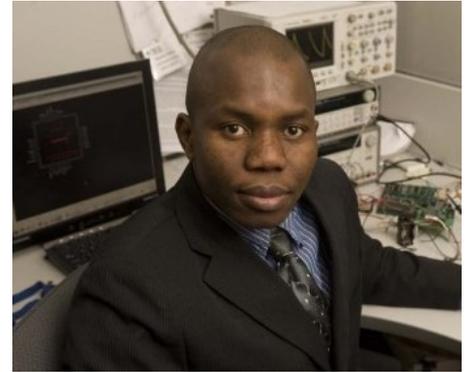
daily lives and businesses, it remains to be diffused globally, particularly to developed nations. Among other reasons, lack of quality microelectronics education has contributed to stalling the transfer, diffusion and development of microelectronics in both emerging and developing economies. These economies lack infrastructure that can attract microelectronics FDI (foreign direct investment).

In Africa, there is less than 2% diffusion of creative microelectronics. For the continent to be competitive in a highly globalized environment, it must either develop or adapt necessary technology and afterwards create knowledge diffusion for wealth creation. As technologies will continue to shape competition and global commerce, establishing a viable microelectronic industry in Africa would be strategic for firms, institutions and

the continent. A bottom-up creative technology diffusion model through African tertiary institutions and enterprises is urgently needed.

While a PhD student in the Electrical and Computer Engineering Department of Johns Hopkins University,

Baltimore, USA, I founded a nongovernmental organization (NGO), the African Institution of Technology. The motivation was discovering means to help African schools, small businesses and governments understand the impacts of this revolutionary technology as well as ways to help them develop plans to diffuse it. The diffusion process must be developed from bottom up and anchored to students and universities. This ensures sustainability of the process through



Dr. Ndubuisi Ekekwe is the Founder/President of the African Institution of Technology [www.afrit.org](http://www.afrit.org)

provision of organic continuity of labor for the industry. Upon graduation in March 2009, I spent three months in Africa running free workshops and seminars on microelectronics. This program is documented at <http://afrit.org/si.aspx>

A vision of knowledge workers in Africa cannot be achieved without a creative microelectronics program. Accordingly, Africa cannot become a strategic global partner for knowledge creation and outsourcing, if it does not diffuse the right technology. The African Union has a strategic challenge to ensure that this industry is developed from the bottom up to be sustainable, with a view to support other industries and sectors that depend on it for survival and growth. Microelectronics offers to minimize the impacts of cyclical trade shocks across African nations that depend heavily on minerals and hydrocarbons for their foreign earnings. Microelectronics will diversify the economy and help engineer a new class of workers that will help to improve the welfare of the citizens.

Within the last few years, our NGO, comprising mainly African students in top US universities and organizations, has learnt some vital things. Developing our continent will remain our own duty and other nationals will not do it for us. Also, we do not have to be



African Institution of Technology seminar in Federal University of Technology, Owerri, Nigeria



African Institution of Technology workshop at Nigeria Communication Satellite, Abuja, Nigeria

physically present in Africa to bring changes that will help produce new generations of technical leaders from Africa. Our small commitments to mentor students and assist schools by giving them directions on curricula, grants writings, equipment selections and networks to foreign universities are just as important as asking for foreign aid for our governments. By taking appointments in our schools and using new technologies, where possible, to reach and inspire students and

small businesses, we will instigate a paradigm shift that will move Africa from its present stasis to a level where it will be respected around the world. The African diaspora who are IEEE members have an opportunity to transform their continent and demonstrate that our skills when used partly to build our nations will be more effective than aid that corrupt leaders collect from foreign nations and squander.

## Can You Grow Both Your Career and Family?

By Jeremiah Jones  
(IEEE Member)

As a young graduate fresh out of my Master's program and with two young children (and a third on the way) I found myself in a difficult situation where I was not sure how to prioritize between my budding career and my growing family. My employer demanded constant energy and I found myself over committing in an effort to grow the company (and subsequently my own pay check). At the same time I was struggling to get my own company off the ground by working late evenings and long weekends. As this rigorous schedule continued I found myself less and less involved in the lives of my wife and children. I often wondered if I could really grow my career while sustaining a happy and fulfilling home life. It seemed as though I would have to sacrifice one for the other – but which one to chose?

One late evening I decided that something had to give. My children were sleeping and my wife was working behind me at the kitchen table. At that moment I realized that despite our physical proximity our marriage just hadn't been as healthy as we both wanted

it to be. Without a second thought I sent a concise e-mail to my business partners informing them that I was pulling out of the venture; I just couldn't keep up the schedule anymore. The next day I had such mixed feelings about my decision - on the one hand I was relieved; on the other, I was devastated at giving up an opportunity for wealth and success.

That was three years ago. Since that time I have changed companies and have rapidly climbed the corporate ladder becoming an executive manager for a public company. Our marriage is happy, our home is fulfilling, and we are even getting a new puppy this week! Looking back I can see that at the time I made that life-altering decision I thought I was choosing my family over my career; that was not true. I was simply finding the balance between my career and my home life. I did not need to give up my career for happiness at home nor did I need to sacrifice my marriage for financial reward. I simply needed to rebalance myself to find the winning combination. Here are some suggestions that may help you to determine the balance that will lead you to improved happiness in your life:

1. Take an evening with your spouse and briefly talk about your lifelong goals. Start at the end and work your way to the present.



2. Make a list of major events, circumstances, assets, etc that will be necessary to achieve those goals. Be sure to include the basics such as your family, hobbies and pastimes, major wants, etc.
3. Prioritize your list together in a way that you both can agree on what is

most important in your future.

4. Examine your current situation and ask yourself two questions:
  - a. Are you on track to achieve your goals?
  - b. Are you living according to the priorities you set?
5. Commit yourselves to being flexible. Keep your priorities in mind as your circumstances change. When major events or life changes occur refer back to your list of goals and priorities and make your decisions accordingly.
6. Have the courage to make the changes (if any) necessary to rebalance your life.

This simple exercise may prove to be a life-altering experience for you and your family. Success is defined based on our beliefs, our goals, and our priorities. Too often we allow the world around us to define the meaning of "success". Take control of your own future, define the boundaries of a balanced and successful home and career, and live life according to that definition. Therein will you find the success and satisfaction you seek.

## Employment Opportunities for the Future

By Sofia Gleni (IEEE Graduate Student Member), Panagiotis Petratos (IEEE Computer Society Affiliate) and Carsten Maple

The recent global economic recession has caused many young engineering graduates to feel uncertain about their future. Fortunately, almost every crisis in recorded history has brought with it both risk and opportunity. The current international climate is fertile for a positive metamorphosis and as the employment population surveys of the US Bureau of Labour Statistics reveal, the future career outlook for engineers is optimistic.

In the USA, legislative policy changes introduced by the government deploy significant investments in engineering research and development in all areas of renewable energy.

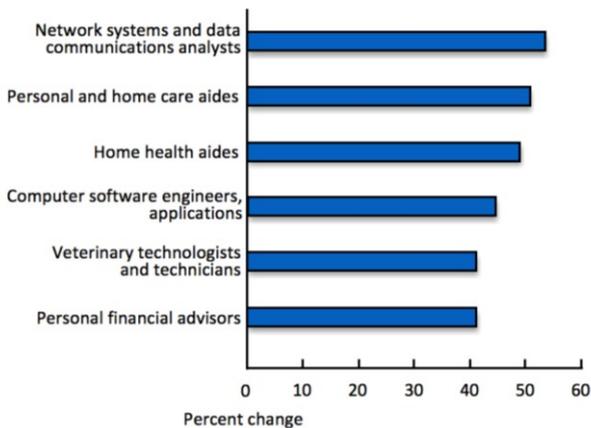


Figure 1. Employment areas projected to grow fastest by US Bureau of Labour Statistics, 2006-2016<sup>2</sup>

These areas include engineering professions focused on the design, development and manufacturing of solar cell collectors and wind turbines. Engineers are required to conduct geological studies of candidate locations in order to determine their suitability for potential renewable energy sites. Further engineers are needed to perform installations of large scale solar cell collectors and wind turbine arrays to generate renewable power and electricity<sup>1</sup>.

Additional renewable energy engineering opportunities have been created in the development of green, environmentally friendly engines and vehicles such as hybrid automobiles. Hybrid vehicles require high-density batteries with superior capacity and higher energy output, an area which will benefit from further engineering research and development. Another new renewable energy engineering opportunity will be created by the design and development of bio-fuel engines. Bio-fuel is an alternative form of engine fuel generated by agricultural products such as corn. Environmentally friendly waste management and recycling is also another area of increasing importance and in need of engineering skill.

Furthermore, according to the US Bureau of Labour Statistics other opportunities in the area of information technology are anticipated to arise from growing demand. The escalating complexity of international business organizations increases their dependence on information technology for maintaining viable operations and for ensuring global



Sofia Gleni is a researcher at the University of Bedfordshire, Department of Computing and Information Systems, she is currently conducting Ph.D. research in the areas of Biometrics and Information Assurance. Panagiotis Petratos is Associate Professor of Computer Information Systems at California State University, Stanislaus. Carsten Maple is Professor of Computing and Information Systems at University of Bedfordshire.

network security. The ensuing effect will be an increased demand for network information security professionals as well as computer forensics specialists. As a result, business executives will rely on computer specialists as well as the use of new computer technology and software to effectively operate and manage global businesses. It is no coincidence that according to the US Bureau of Labour Statistics projections, the fastest growing professional occupation of the next decade will be Network Systems and Data Communications Analyst, anticipated to grow by 55%, as shown in Figure 1<sup>2</sup>.

Another area of forecast growth is the information exchange sector, which is expected to rise 6.9% from 2006 and create 212,000 new jobs by 2016. The information exchange sector includes Internet broadcasting and publishing, projected to rise 44.1%, software distribution, projected to rise 32%,

<sup>1</sup>MacAskill, E. (2009) Obama pledges billions for renewable energy projects, The Guardian, 23 March 2009. Retrieved July 4, 2009 from <http://www.guardian.co.uk/world/2009/mar/23/barack-obama-environmental-spending-budget/>

<sup>2</sup>U.S. Bureau of Labour Statistics (2009). Tomorrow's Jobs, Occupational Outlook Handbook, 2008-09.

<sup>3</sup>U.S. Bureau of Labour Statistics (2009). Arts, Design, Entertainment, Sports, and Media Occupations Outlook, 2008-09.

and wireless telecommunications, projected to rise 40.9%<sup>3</sup>. The information exchange sector also includes production of motion pictures, traditional mass media such as directory publishing, newspapers, periodicals and books. The growth of employment opportunities in this sector are driven by increased demand for software distribution as well as high speed internet access.

Despite the fact that the recent world wide economic crisis began in the financial sectors the resulting shock wave spread rapidly, affecting almost every sector of the global economy. However, it is important to remember that following every negative downturn comes a positive upturn, sooner or later. The prospects for the near future are already looking promising, especially in novel

and newly developed sectors such as network systems engineering, data communications analysts and renewable energy. Despite the current tough times, there is good reason to have high hopes for the future.

**Comments on this article?  
Write to our Reader's Forum at  
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## Thoughts of an Experienced Newcomer

By Raquel Maldonado  
(IEEE Member)

I grew up a few miles from the border of the United States. As a Mexican citizen and resident living so near the border, I got used to always carrying a visa so I would be able to visit the US frequently.

I now live in Guadalajara city, more than a thousand miles from the border, and enjoy totally different weather, where summers are cooler and winters are milder. Here I must cover myself from the rain even in August. In this city I have met friends who are obtaining their visas for the first time in their lives. The first time I asked someone here, "Geez, how can it be hailing in August?" he told me, "it does everywhere, doesn't it?" So when the same friend told me, "I just got my visa to travel to the United States for the first time," I tried to avoid expressing my surprise, and in spite of my curiosity I did not ask "how can that be?" Instead I said, "Great!" and then asked, "Are you thrilled?"

The same thing happens in our careers. As fabulous as experience is, it might lead us to forget how it was when we started. Recently I made a slight change of field and I sometimes felt like I had just started again. Experience shortens our learning curve,

but if we are not aware and careful, it may narrow our vision, and make us forget just for a minute or maybe longer, that what feels natural to oneself may not be that natural to everyone.

I find it ironic that the more one knows about something, the harder it is to teach it to someone. I have experienced both sides of that. It is particularly hard to teach, and remember for that matter, the common pitfalls associated with a process or a technology. Of course, we all might end up learning the hard way, but that's not the point of teamwork, is it?

Whether we are the new team member or the most experienced one, there are some things that we should always keep in mind:

1. There is more than one way to do everything. So, listen to the newcomer that proposes a new way, it might surprise you.
2. Even though it sometimes appears so, nothing is set in stone. Do not let the first negative response to a proposal discourage you.
3. Sometimes your ideas might be discarded before they have a chance to prove their value. To avoid this, first float your idea and then demonstrate it, give examples, make a model and draft a template. Whatever your idea is, it is more likely to be received well if you give your team a good taste of it.
4. Never stop learning.
5. Do not discard your previous experience. I have found that even my brief experience as a sports correspondent ten years ago contributes to my work today.



6. Getting out of your comfort zone might give you some insights. Do something different for a change of pace, contribute to the company newsletter writing about what the team does or train someone new. These are just some of the activities that might force you to go back and check what you took for granted, and find some areas to improve.
7. Take away a lesson from every event. Even your computer breaking down might give you a chance to learn or improve something.
8. There is no such thing as an absolute truth. This applies to the way things are currently being done just as it also does to the way you would like them to be done.

Of course, these points do not represent an absolute truth either. However, they may well offer you some valuable insight and help you to keep in mind what it is like to start from the beginning again.

## NOTICES

### A Brief Note on WECON-2009

The Department of Electronics and Communication Engineering, Chitkara University, India in association with George Brown College, Canada is organizing the Second International Conference on Wireless Networks and Embedded Systems (WECON-2009) on October 23<sup>rd</sup> and 24<sup>th</sup>, 2009. The event is sponsored by IEEE and a number of government agencies in India. The mission of the conference is to provide a platform for faculty, research scholars and technocrats from academia and industry to share their intellectual ideas and experiences, and present their views on challenges, issues and possible solutions in the field of advanced wireless networking and embedded systems.

As wireless communications become ubiquitous, their security is of paramount importance. The conference aims to explore the latest trends in the design of wireless systems, security attacks on wireless networks and techniques to thwart the attacks. WECON-2009 will address cellular, metropolitan, local area, vehicular, ad hoc, satellite, underwater wireless networks, wireless sensor networks, and RFID. WECON-2009 will also address the latest developments in the design of embedded systems.

The event is expected to bring together nearly 500 academicians, researchers, managers, designers, practitioners and users from across the world, who both advocate and adopt distinctively participatory approaches in the development of systems, services and technology in the field of Wireless Networks and Embedded Systems.

For more details about the event, readers are requested to visit [http://chitkara.edu.in/dnn/pdf/wecon\\_Brochure.pdf](http://chitkara.edu.in/dnn/pdf/wecon_Brochure.pdf)

### GOLD Session at GLOBECOM 2009

The IEEE Global Telecommunication Conference (GLOBECOM) is the premier telecommunications event for industry professionals and academics from companies, governmental agencies and universities around the world. Themed 'Riding the Wave to Global Connectivity', the conference covers the entire range of communications technologies, offering in-depth information on the latest developments in voice, data, imaging, and multimedia. This year's event begins on November 30th and will be held at the Hilton Hawaii Village in Honolulu, Hawaii.

A common theme of interest and passion for young professionals is a compelling desire to improve our world, contribute to society and benefit humanity. The current generation of students and young professionals are driven to join organizations and volunteer their time in support of these worthy activities. The GOLD panel session, to be held on the evening of November 30th, will bring together interested individuals and several humanitarian organizations to discuss opportunities for humanitarian engineering outreach activities. The goal is to inform attendees about the variety of humanitarian engineering opportunities available, and how communication technology has served humanity. The session aims to inspire the technology pioneers of tomorrow to bring visions of utilizing communication technology for humanitarian purposes closer to young professionals and students.

### IEEE GOLD Congress 2009

As part of the IEEE's 125th anniversary celebrations, the IEEE GOLD Congress 2009 is being organized in Bangalore, India, on 5th and 6th December. The congress aims to create awareness among the next generation leaders about future challenges and equip them with the right information, tools and expertise to face the challenges of next generation leadership. The congress provides an excellent platform to celebrate IEEE and IEEE GOLD's proud history of success across the globe, to share best practices and exchange ideas among peers. The congress will feature internationally acclaimed speakers hosting talks and panel discussions on various themes including innovation, entrepreneurship, values and career building. The congress provides excellent networking opportunities with captains of industry and academia.

The organizing committee welcomes IEEE GOLD Members from Region 10 and across the globe. Final year engineering students as well as young, budding engineers with less than ten years' experience are also welcome to attend, interact and get inspired.

Make use of this GOLDen opportunity to enhance your skills and expand your networks. Further details and updates are available at [http://ewh.ieee.org/r10/bangalore/gold/GOLD\\_congress/home.htm](http://ewh.ieee.org/r10/bangalore/gold/GOLD_congress/home.htm) or by e-mailing [ieeegoldcongress.09@gmail.com](mailto:ieeegoldcongress.09@gmail.com)



## NOTICES

### Electron Devices Society Career Development Strategy Session

The IEEE Electron Devices Society (EDS) will hold a free career development strategy session, especially designed for graduate students and young professionals who are Graduates of the Last Decade (GOLD), Sunday 6 December, 5:00-7:00 p.m. at the Hilton Baltimore Hotel. The session includes a seminar on career development strategies in today's globally competitive world and a panel discussion focusing on career options and career path selection with expert panelists from academia, research, design, development and manufacturing. Following the session, attendees will be able to meet EDS officers and Administrative Committee (AdCom) members at a special networking session. This event will be held in conjunction with EDS' flagship conference, the IEEE International Electron Devices Meeting (IEDM), held 7 - 9 December. For information concerning the IEDM and to register for the GOLD Seminar, please visit the web-site at <http://www.his.com/~iedm/>.

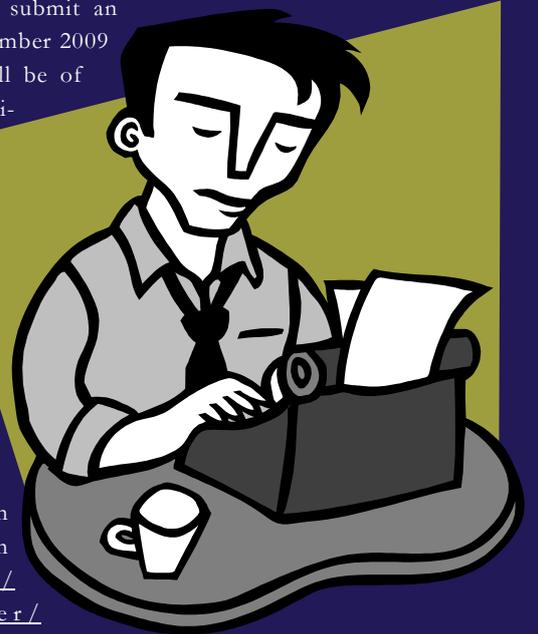
For additional details on this EDS sponsored GOLD event, please contact EDS GOLD representative, Dr. Ravi Todi at [rtodi@ieee.org](mailto:rtodi@ieee.org).

### GOLD Humanitarian Panel Session

The 2009 GOLD Humanitarian Panel Session will be held on the evening of Friday 20th November at Boston

### Call for Articles: GOLDRush December Edition

IEEE GOLDRush invites you to submit an article for publication in the December 2009 edition. The article topic(s) shall be of interest to young professionals, the primary readers of the publication. Articles must be strictly no more than 700 words and should be sent to the IEEE GOLDRush editor, George Gordon, at [GOLDRush@ieee.org](mailto:GOLDRush@ieee.org) on or before 5 November, 2009. Please feel free to include captioned photos or pictures with your submission. All articles and photo(s) will be peer reviewed and edited if necessary. Full submission guidelines must be adhered to and can be found at <http://www.ieee.org/web/membership/gold/newsletter/goldrushPolicy.html>



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University. The session will bring together all the 2009 GOLD Humanitarian Fellowship Recipients to present their humanitarian projects from around the world (for a full list of winners see [GOLDRush March 2009](#)). The session will provide individuals and humanitarian organizations with an opportunity to discuss humanitarian engineering outreach activities. The goal is to inform attendees about the variety of humani-



tarian engineering opportunities available, and how young professionals and students can serve humanity. In addition, the sessions aims to enable IEEE to partner with and empower more young leaders, who are delivering significant value to the community through humanitarian projects. For further information on this event visit <http://www.ewh.ieee.org/reg/1/gold/>

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