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## DECEMBER 2006 IEEE GOLDRush NEWSLETTER

### Message from 2006 GOLD Committee Chair Darrel Chong

Dear GOLD members,

Networking is a word that I feel is misused, and that often comes with some degree of negative connotation. Should I actively make contacts to expand my network? This is one thing that I used to struggle with. I didn't want to make friends thinking that they may be of use to me at some point in the future. Networking just seemed too much of an intentional act. Do you think of networking the same way as I did? However, my mindset began to shift when I observed enough to see networking as simply taking the first sincere step to start a friendship – with the idea of being a possible help to the person at some point. An entrepreneur once told me, "Networking is not entirely about what you can gain, but is all about what you can give." This sounds like a strange concept, doesn't it? But as the saying goes, "It's only when you can give that you are considered more blessed." The irony is that those who are generous are more successful and are more able to help others to become successful! Those who have such an outlook truly understand what networking means, and benefit the most from it.



I wrote extensively about leadership and how it is related to effectiveness in March. Besides leadership, personal network is the next critical factor that I believe determines the degree of success in one's career, assuming one has the character and mental ability to meet the job's demands. Thomas Friedman, the author of *The World is Flat*, wrote interestingly about globalization. He called the era after 1492, in which countries and governments shrank the world from a large to medium size, Globalization 1.0. The dynamic forces driving a country's global integration were its muscles, horsepower, wind power, and later steam power. In Globalization 1.0, the primary questions were: Where does my country fit into global competition and opportunity? How can I go global and collaborate with others through my country? The second era, Globalization 2.0, lasted roughly from 1800 to 2000. This era shrank the world from a size medium to a size small. The dynamic forces in this era were multinational companies, and breakthroughs in hardware – from steamships and railroads to telephones and mainframe computers. The big questions in that era are where does my company fit into the global economy? How can I go global and collaborate with others through my company? Around year 2000, the diffusion of PC, satellites, fiber-optic cable, and the early versions of World Wide Web saw the birth and maturation of a global economy. This era, Globalization 3.0, is shrinking the world from small to tiny small, and flattening the playing field at the same time. The dynamic forces in this era are the convergence of the PC with fiber-optic cable with the rise of work-flow software. In this new era, we begin to have the ability to compete and collaborate globally as individuals without needing to do so through our country or our company. The playing field is flattened. Individuals are becoming increasingly less dependent on country-to-country diplomatic ties, or company-to-

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company relationships to collaborate and compete globally. The extent to which an individual is able to collaborate and compete on the global scale now depends on his or her personal network. The people you know connect you personally and directly to opportunities in this flat world. The simple illustration by Thomas Friedman opened my eyes to the power of networking not only to one's career, but to life. Nonetheless, don't forget that networking only springs to life when you are thinking about giving.

I have been a volunteer with IEEE for 6 years. I am fortunate to have tasted volunteering at the student branch level, section level, region level, and international level. The greatest and often the hardest to explain value of being a member and a volunteer in IEEE is the friendship (network) that you unknowingly develop through the volunteering process. This benefit seems to be reserved only for the volunteers. I may be able to tell you in thirty years' time how the friends I know through IEEE have supported me and helped my career. However, at least for this moment, I can say that I am enriched by the global friends I have. I learned so much through the personal contacts. Certainly I can now travel to more countries than before and say that I have friends there whom I can meet with and feel at home. Did I become a volunteer because of the networking opportunities? Honestly, no. In fact, I stumbled into networking in IEEE and the experience is amazingly wonderful. I am not writing to convince you to network. I wrote to share with you the insight that I have gained through my journey with the IEEE. I believe I have shared with you some key points. There are more reasons for networking and you can read about them in, for example, [Career Journal](#). I hope my article has given you a new perspective that you find useful.

This is the last issue of GOLDRush in 2006, and is also my final address to you as the Chair of the RAB GOLD Committee. In 2006, my team has done tremendous amount of good work for the GOLD community. Most are behind the scenes, but some are immediate deliverables - the 3 [GOLD Online Seminars](#) (Financial Planning & Project Management), [GOLD Anniversary Project](#) (i.e. GOLD Online Challenge), and Region GOLD Congresses and Society GOLD receptions - that I believe add value to you. The committee also had a lot of fun working together, and trying out new ideas. Amazing combination of volunteers I have this year, and certainly the most effective team I have worked with so far in the IEEE.



*2006 RAB GOLD Committee*

I wish you well, and that you too will be surrounded with enthusiastic and positive team

members at your workplace! Finally, do connect with your local section, and be involved in some ways. Please let us know if we can support you in any way. The committee is more than happy to establish a direct link with you.

Wish you a peaceful Christmas season, Your watchman,

Darrel Chong, 2006 RAB GOLD Committee Chair

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## Upcoming Events



### **GOLD Anniversary Celebration Continues with Members' Choice Award:**

**Place Your Vote by December 31!** *Contributed by Verona Wong*

The Members' Choice Award is the last event of the GOLD 10<sup>th</sup> Anniversary celebration. Come by our IEEE GOLD website: <http://www.ieee.org/gold>, read descriptions of the [various Regional GOLD programs](#), and vote for your favorite! Enter by December 31 and don't miss this last chance to participate in the GOLD 10th Anniversary!

### **Online Training for IEEE GOLD Volunteers in February 2007**

*Contributed by Darrel Chong and Wing-Kam Li*

IEEE GOLD is organizing an Online Training session for all the GOLD Affinity Group Chairs and committees worldwide in February 2007. Through the session, we hope to equip the grassroots leaders with basic skills and knowledge that are essential to have a successful year. Watch for more information!

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## **IEEE GOLD and IEEE News**

### **GOLD Online Challenge Winners Announced,** *Contributed by Verona Wong*

From October 20 to 29, the IEEE website had an exceptionally high hit rate, all because many IEEE members navigated the site to look for answers to the IEEE GOLD Online Challenge questions. After verification of all submitted entries, it is time to congratulate the following prize winners!

If you missed our GOLD Online Challenge, there is still an opportunity to learn more about IEEE through our fun-filled games. Please visit our website: <http://www.ieee.org/organizations/rab/gold/anniversary.html>

Grand Prize Recipients of the Creative Zen Touch 40GB MP3 Player

Region	Name	Location
1	Edward M. Rebaza	New York, USA
2	Michael Sullivan	Ohio, USA

3	Grant Lian	Florida, USA
4	Joshua B. Edwards	Nebraska, USA
5	Cynthia F. Burham	Texas, USA
6	Deepak Vijaywargiay	Washington, USA
7	Mahdi Javer	Alberta, Canada
8	Georg Achleitner	Austria
9	Carlos Beltrame	Brazil
10	Rakesh Sonlanki	Fiji

#### Early-Bird Prize Recipients of the Imation USB Flash Wristband

Region	Name	Location
1	Amit Patel	New Jersey, USA
2	Andrew Fernandes	Virginia, USA
3	Keisha Edman	Jamaica
4	Joshua B. Edwards	Nebraska, USA
5	Jan Kulmann	Texas, USA
6	Le Jin	California, USA
7	Fanny Beron	Quebec, Canada
8	Enrico Baccaglioni	Italy
9	Luis F. Ochoa	Brazil
10	Jerome Ortega	Philippines

#### Bonus Prize Recipients of the IEEE T-shirt

Region	Name	Location
1	Mykhaylo Kostandov	Rhode Island, USA
2	Andrew Fernandes	Virginia, USA
3	George Feller	North Carolina, USA
4	Douglas Grim	Minnesota, USA
5	Michael Welling	Illinois, USA
6	Chris A. Perry	Utah, USA
7	Carlos Nahas	Ontario, Canada
8	Mohamed Adel	Egypt
9	Daniel Murguia	Bolivia
10	V. Dharmaraj	India

#### RAB GOLD Achievement Award Recipients Announced

The RAB GOLD Achievement Award is designed to recognize those substantive projects or achievement of a relatively short nature (one to three years) but which have left an undeniable imprint on the fabric of GOLD operations.

The award recognizes individuals involved with GOLD activities that are recognized for singular achievement in the development and completion of a project (s) or activity (ies) which are directed to the fulfillment of one or more of the GOLD goals and/or objectives. The individuals nominated must be GOLD members at the time of nomination.

The 2006 recipients are:

- *Helene Hoi-Ying Fung*, Western Australia Section – “For outstanding contributions in Western Australia GOLD activities, and encouraging industry support and participation.”
- *May Chee Wan*, Boston Section – “For outstanding leadership and contributions in Boston GOLD activities, implementing strategies to bridge Student and GOLD members,

and promoting IEEE GOLD on the Regional level.”

- *Mohamed Aboud*, Egypt Section – “For exemplary achievements, significant contributions and leadership in the Egypt Section GOLD activities.”
- *Stephen Dueck*, Winnipeg Section – “For outstanding and sustained contributions towards the success of the Winnipeg Section GOLD activities.”
- *Gim Soon Wan*, Boston Section – “For outstanding leadership and dedication to improving the Region 1 GOLD Program by establishing best practices.”
- *Dawn Nedohin-Macek*, Winnipeg Section – “For outstanding leadership of the IEEE Winnipeg Section GOLD Affinity Group.”

#### **IEEE Potentials Magazine Call for Papers**

IEEE Potentials magazine is looking for authors. All IEEE members have access to Potentials through IEEEExplore. Manuscripts can deal with theory, practical applications or new research. They can be tutorial in nature. Please keep equations to a minimum. An article without equations is preferred.

Please list no more than 12 references at the end of your manuscript. There should not be any embedded references numbers. If you need to cite authors for key points or quotes, state their names in the text and give the full reference at the end. Please include four to six lines about yourself and your co-authors, if any. Graphs and diagrams must reproduce well at published size. This means a minimum of 300 dpi for jpeg-, tiff- or eps-formatted figures at published size. Please limit figures to ten or less. Articles should be 2,000 – 4,000 words in length. For author guidelines, please visit <http://www.ieee.org/potentials>

Please submit your articles at <http://mc.manuscriptcentral.com/pot-ieee>

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## ***Region and Society Reports***

### **Boston Section (Region 1) Holds Entrepreneurship Seminar, *Contributed by Soon Wan***

Do you have a business idea, and want to know how you can put your idea into the market and become a successful entrepreneur? On November 7th, 2006, IEEE Boston GOLD and the Massachusetts Institute of Technology (MIT) IEEE Student Branch jointly hosted a free seminar on business and entrepreneurship at the MIT Stata Center, where Professor Kevin Krauss gave us all the answers.



Professor Krauss currently serves as Professor and Director of Suffolk University's Center for Entrepreneurial Studies. His current activities also include serving as advisor, board member, and/or CEO to a number of emerging technology companies, including Dirt Glue Enterprises, Trilithon Technologies, Masterbond, SP and Advin Systems. At the seminar, he provided the students and GOLD members the vision, knowledge and skills that they need to succeed in business. This

was a great opportunity for the young professionals to come and learn more about business and entrepreneurship.

In the two-hour session, Professor Krauss shared over thirty years of his experience on business and entrepreneurship with the audiences, and articulately spoke about how to set up a new business or company. He used his life experience and real business cases to illustrate the facts and his points. He interacted with the audience, and got them involved in a business negotiation.

"Part of entrepreneurship is to experience failure," said Professor Krauss. In fact, seven is the average number of failures before a CEO succeeds. He added that entrepreneurs understood two basic concepts: (1) Problems represent opportunities (2) High rate of failure is part of the learning experience and process. Unrelenting drive or obsession is the single most critical component of an entrepreneur's character.

The skill sets needed to be a successful entrepreneur are (1) Idea Creation, (2) Business Skills, and (3) Experiential or Emotional Skills. Ideas are everywhere: there is a problem, or a way to do something better, faster, or cheaper. To develop your business skills, you can teach yourself, learn through building a team, or get an undergraduate or graduate degree in Business.

Then, Professor Krauss taught the audience how to raise money for a business. There are five main sources: (1) F&F: Friends and Family, (2) Angels, (3) Venture Capital, (4) Banks, and (5) Self-Funded. He explained the differences between these sources, and their advantages and disadvantages.

Professor Krauss concluded the seminar by saying that Entrepreneurship is a state of mind that says, "I will make something happen." Do it and make it happen, and do not just think about it.

The mission of IEEE Boston GOLD is to develop programs and foster relationships, to provide tangible value to members, to promote the GOLD program to students, and to recruit, develop, and nurture volunteers. Anyone interested in finding more information about IEEE Boston GOLD or this event, please visit <http://www.ieee.org/go/bostongold> or contact Boston GOLD Chair May Wan at [maychee@ieee.org](mailto:maychee@ieee.org).

#### **Region 8 Holds Student Branch Congress, Contributed by Rolf Remshardt**

The Region 8 GOLD Congress was held from 31 August to 3 September together with the R8 Student Branch Congress 2006 in Paris. We had three very exciting days and enjoyed the good arrangements of the local organizing team. About 32 GOLD participants from R8 registered and were funded.



### *GOLD Participants at the Pierre et Marie Curie University in Paris*

Besides the interesting social events, which we shared with the students, we had very effective GOLD sessions and I would like to thank all the attending GOLDies for their many valuable contributions, which made our meeting to a full success.

After the Welcome Reception on Thursday evening, the congress started on Friday morning with the official Opening Session including welcome addresses from the past IEEE President Cleon Anderson; the French Section Chair; the R8 Director, B. Zajc; the R8 VC SAC, Marko Delimar; and myself. The first presentation was given by the 2007 IEEE President Leah Jamieson on "Engineering our Future" with an interesting interactive Q&A session.

After that, the GOLD participants left the Auditorium and we started with the GOLD sessions in our smaller conference room. Darrel Chong, the 2006 RAB GOLD Committee Chair, started with a general GOLD overview. I opened GOLD Session 1, explaining the goals and objectives of our Gold Congress meeting in Paris. We had in particular invited R8 GOLD Affinity Group (AG) current and aspiring Chairs for education and training on our IEEE and R8 GOLD programs. Past IEEE GOLD Committee Chair Gerald Anleitner, whom I would like to thank very much for his excellent support of our conference, continued with "Welcome to the new GOLD," a short overview on the work and responsibilities of a GOLD AG.

In GOLD Session 2, Gerald and Matej Zajc presented the available R8 workshops as well as our future plans for Professional Activity programs (PA) in R8. PAs are non-technical workshops and seminars, which are a major benefit to our members and student members. A typical example is the workshop held by Kurt Richter on Leadership Skill Training. Our R8 Standards Coordinator Yang Yang presented an overview on the world of "Standards" and the large involvement of IEEE.

In GOLD Session 3 we wanted to "get to know each other." All participants introduced themselves, explaining the GOLD environment in their section, their GOLD AGs including their activities and their plans to form new GOLD AGs. The representatives from Croatia, Czechoslovakia, Egypt, Germany, Jordan, Macedonia, Saudi Arabia, Siberia, South Africa, Spain, Turkey, and UAE included slides about their activities.

Gerald concluded Session 4 by telling us how to plan for a GOLD AG through the year. The day ended with a Women in Engineering (WiE) Forum and a WiE reception as well as with a presentation on robotics from the French section.

On Saturday we started GOLD Session 5 with a presentation by Darrel Chong on "IEEE GOLD – building a long lasting GOLD AG." He explained how to arrange a stable AG for many years though changes in chair and members. Marisa Bazanez–Borgert, our GOLD liaison to Engineering Management Society (EMS), presented her efforts with EMS and plans with other societies. The next speaker was Marko Delimar, our R8 Vicechair SAC. He emphasized the necessary cooperation and communication between student branches and GOLD AG's. An active GOLD volunteer is usually born in a student branch. Both the SB chairs and GOLD AG chairs or volunteers are asked to arrange joint events where both groups can benefit from each other. The graduating students – looking for jobs – are interested in industry and eager to learn what they have to expect from industry. GOLD volunteers from industry can answer these questions and they are also looking for young and good engineers.

For the rest of the morning we split into three Focus Groups to brainstorm and discuss GOLD-related issues and make proposals to solve specific problems. Group 1 was chaired by Darrel and Michael Schoen, the German GOLD AG Chair. The new IEEE program IEEE.tv was to be discussed as well as to get feedback on interesting topics for this program. Groups 2 and 3 were merged and led by Marisa and myself. The major topics discussed were ideas to celebrate the 10th GOLD anniversary and the extension of the R8 Professional Activities program for GOLD members. We received a large feedback from the group on topics they are highly interested in. The results of the Focus Group discussion were summarized and presented on Sunday morning.

In the afternoon, Kurt Richter, our R8 trainer and member of the R8 Educational Activities Committee held his workshop on "Development of Leadership Skills." This workshop is a typical example for our active R8 PA program. Kurt has already held this successful workshop several times in R8 and I would like to thank him very much for coming to Paris and spending his time with us. At the end of this workshop, which lasted the whole afternoon, the audience thanked him with a big applause for his excellent performance.

Saturday evening was one of the highlights of the SBC, the Multicultural Event, where our students from so many different R8 countries presented and expressed themselves, their countries, cultures, and social environment. It was a big party which lasted until late in the night.

Sunday morning concluded with an Open Panel Discussion on SB and GOLD specific items. The last topic was the "Elect the President Gameshow" with both candidates for 2007 IEEE President Elect, Lew Terman and John Vig. The whole show was arranged and hosted by Marko Delimar. This was a unique event in IEEE and we enjoyed many unexpected questions to and answers from the candidates.

The congress ended with an organized sightseeing tour by bus in the afternoon and a large Farewell Party, in the evening including a jazz band and an excellent African Dance show.

Concluding my report, I would like to thank again all who have come to Paris for their many contributions and support. I hope that all participants have enjoyed our meetings and that their experiences and all that they have seen and learned in Paris will remain active in their memory as a nice souvenir to SB & GOLD Congress 2006 in Paris.

Again my special thanks to Gerald, Darrel, Yang, Kurt, and Marisa for their excellent support.

PS: The students have put many of their photos in the SBC webpage: [www.ieee.org/sbc2006](http://www.ieee.org/sbc2006).

**Region 8 GOLD Awards Announced, Contributed by Rolf Remshardt**

It is my great pleasure to report that **Saurabh Sinha** from the South Africa Section has received the **IEEE RAB GOLD Achievement Award 2005** for outstanding support and implementation of GOLD activities in his section and in Region 8. Saurabh has received the plaque from the R8 Director B. Zajc at the occasion of the R8 Committee meeting in Belgrade.

**Amine Yazidi**, the chair of the local organizing team for SB & GOLD Congress in Paris has received the first **Region 8 GOLD Award for Outstanding Activities 2006** for outstanding leadership and management of the local arrangements for SB & GOLD Congress in Paris. The award consists of a nice plaque by IEEE and an invitation to the next R8 Committee meeting.

**Region 9 GOLD Meets in Mexico**

*Contributed by Ricardo Veiga*

The Region 9 (Latin America) GOLD meeting was held in Acapulco, Mexico in October 2006. Some of the organized talks and activities were:

- "IEEE's future (Region 9 Director)
- "Awards"
- "Benefits and Special Programs"
- Workshops (3 SB, 1 GOLD: "How to start up a GOLD Affinity Group")
- "GOLD Mentoring Program" (R9 GOLD Coordinator)
- "IEEE R9 Leaders' forum"
- "Motivation"
- "Job Site"
- "Resources from IEEE Technical Societies" (AES, ComSoc, Computer, Education)
- Workshops (3 SB, 1 GOLD: "GOLD Action Plan for 2007")
- Workshops (3 SB, 1 GOLD: "Students & GOLD Action Plan for 2007")
- "Leadership through IEEE"

This program was shared by more than 250 students and GOLD members. The first workshop, "How to start up a GOLD Affinity Group," was intended for GOLD members and students who were interested in launching new Affinity Groups. It was also an excellent opportunity for sharing some best practices among active Affinity Groups. Another conference, "GOLD Mentoring Program," was aimed at stressing the added value of this new program for many young members within the region. The second workshop, "GOLD Action Plan for 2007," served to discuss with GOLD members the construction of a base platform for the next year. The final workshop, and the best one, was one in which more than 40 students (Student Members and GSM) and GOLD members expressed their commitments with some issues regarding GOLD Action Plan for 2007. This workshop was more successful for the Region 9 GOLD goals than many e-mails and personal communications with Section Chairs.

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**Newsletter Subscription Information**

The GOLDRush is a quarterly electronic newsletter published by the IEEE Regional Activities Board GOLD Committee highlighting activities of the Committee and IEEE GOLD members.

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URL: <http://www.ieee.org/organizations/rab/gold2/december2006.html>

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