



interCOM

COMPOSED, EDITED, AND PRINTED BY AND FOR THE EMPLOYEES OF IEEE

A MESSAGE FROM DR. R.M. EMBERSON

When Rudy Spatarella asked me if I would have a few comments for the next issue of *Intercom*, I truly welcomed the invitation. I had been seeking some means less formal than an official memo for communicating with all members of the staff. A note in *Intercom* is most appropriate. There are several points to be covered.

Foremost on my mind are the many messages I received subsequent to President Saunders' announcement that I would undertake the General Manager responsibilities in the gap between Dr. Schulke's tenure and the installation of a new General Manager. The acknowledgment and thanks I tried to give on each occasion left me with a feeling of less than total satisfaction. To each and everyone, please understand that I do deeply appreciate your kind thoughts.

Second on my list of points is a basic guideline for my tenure, which may be relatively short, but is open-ended and indefinite. Together, we must carry forward the staff functions in support of IEEE objectives. We need not seek or invent problems that may need a solution, nor initiate changes or reorganizations merely for the joy of succeeding in such ventures. But we must not hesitate to face issues, to make decisions, to correct or revise past procedures, in short, to act responsibly when there is a need. We may not find the best solution, if one exists, but any intelligent action is better than indifference, procrastination, and delay. If you have constructive suggestions, please speak up. It does not help if you keep a good idea to yourself.

My third point should immediately counteract any negative flavor left by the preceding paragraph. The IEEE members, particularly those in leadership positions, do appreciate the IEEE staff. Our combined capabilities, wisdom, and understanding are a most valuable asset. Top-notch performance is expected of us. Because of this expectation, a deluge of "well-done's" is not showered on us when all goes as it should. We must not be disheartened by the lack of approbations. Please believe that the members do respect us.

By now, you may have detected that my points are inter-related. From the previous paragraph, let us now hypothesize that we have received a member complaint. For whatever reason, something went wrong. We should accept each complaint as an opportunity and a challenge. It is

an opportunity for us to demonstrate to the member how quickly and effectively we go about correcting an error. It is a challenge for us to find out why our performance was defective and to develop improvements.

Finally, I come to the philosophy of how we, the staff, relate to our members. I am indebted to Kathy Moore for the following statements, which seem to me to express these thoughts very beautifully. I commend them to you for your consideration:

AN IEEE MEMBER

is someone who looks to this Institute to fulfill deserved expectations. It is our job to do so.

AN IEEE MEMBER

is entitled to expect reasonable requests complied with correctly and with dispatch.

AN IEEE MEMBER

is not someone to "tolerate" but IS someone to venerate--to look upon with respect and deference.

AN IEEE MEMBER

is worthy and deserving of the most courteous and attentive service we can give.

AN IEEE MEMBER

is depending on us--but not to the extent that we are dependent upon a Member.

AN IEEE MEMBER

is not an interruption in our work--but is the reason for it.

AN IEEE MEMBER

is not an outsider--but is the life-blood of our Institute.

AN IEEE MEMBER

is not a cold statistic--nor a faceless name--but is a warm, living human being deserving of our every consideration.

AN IEEE MEMBER

is the most important person in our Institute.

AN IEEE MEMBER

is the person who pays our salaries.

DR. RICHARD M. EMBERSON, ACTING IEEE GENERAL MANAGER

It is not news in a strict sense to publish the fact that Dr. Richard M. Emberson was chosen to be interim General Manager of IEEE. He will maintain that post until the Search Committee makes final determination of its choice for the future permanent General Manager replacing Dr. Herbert A. Schulke, Jr.

However, *Intercom* in its informal way congratulates and welcomes Dr. Emberson as Chief Executive of the Institute. There is no way to determine his exact emotions during this temporary period. We do know, however, that for him it will be a period of adjustment during which time he will be on a brief side trip through IEEE. He will see the workings of IEEE from a new perspective. He will be alternately dazzled by this new view and surprised at the diversity and complexity that few people are called upon to witness.

EDITORIAL

If there is one person in IEEE who is universally recognized as the leader of the 100% + effort club, it is Emily Sirjane. What is more, she has been able to sustain the highest level of effort and excellence in performance of her work for a period of 30 years in the Institute. It is highly appropriate to indicate the facts here because in *Intercom* we reserve this space for special recognition and acknowledgment.

The doors of IEEE swing both ways, and Emily Sirjane (with some of her associates) has seen many officers and staff enter and leave the Institute. She has seen the great and the near great come and go, but few have had the staying power. Few too of today's staff know of her value to IEEE, but among those who do it is acknowledged that Emily Sirjane has stood tallest of all at the basis of IEEE staff.

To recap her historical tenure, Miss Sirjane came to the Institute on July 7, 1947 and IRE was to have a new rhythm. Dr. George Bailey was the General Manager. In time measured by months of her employment she was promoted to Office Manager, and in the next 15 years IRE was to experience phenomenal growth.

This growth was more than coincidental because part of the vision for IRE was quality and performance. IRE thus be-

In the Editor's opinion the acting General Manager is a good choice for this job. He has earned the respect of the IEEE staff over a period of many years as Staff Director of TAB, EAB, Field Services, and Standards. His conscientious service to the membership is well documented in the Technical Activities area, and he is sensitive to the needs of his staff.

His leadership, though temporary, will inspire the staff to give him our support and cooperation. This leadership can be double edged because he will continue to serve the membership well while remaining mindful that it is the staff support that will help pave the way through the transition.

Best wishes to Dr. Emberson; may you enjoy smooth sailing.

came the largest and most influential professional organization in the world. If Dr. Bailey was its undisputed head, Emily Sirjane was his undisputed right arm. She put into action the means to attain the goals of the Institute passed down from the Executive Committee, the Board of Directors, and annual Presidents and she did it her way. Her way was with dynamic energy. Emily Sirjane is famed for her style which made things happen and "excellence" was the order of the day. Emily Sirjane and George Bailey set the tone and the activity was endemic. Few who were there to witness the activity could resist being swept up with enthusiasm in its wake. The excellence was not cosmetic; it was in substance.

It is unnecessary to go on with all the superlatives befitting Emily Sirjane. The implications here should suffice to cover the entire sphere of praises due her. But let us do mention here that she has shown us the very model of business acumen to emulate as far as possible in the performance of our work.

What we see in IEEE today is the sophistication of means and methods of operation brought about by technology. The form was really well established in the Institute about 15 years ago.

PROFILE

ROCHELLE (SHELLY) TENNENBAUM



One year ago on July 12, 1976 Shelly Tennenbaum commenced employment as the Manager of Publication Inventory in IEEE. Putting aside the title which does not adequately describe her actual duties, we will list those duties herewith. Shelly is in charge of the Warehouse, which contains 6975 sq. ft. of storage space covering 2500 technical publications, records, files, shipping, receiving, and mailing supplies. Shelly also has the responsibility of 3500 sq. ft. of archival material that is maintained, dating back to material from Thomas Edison's day. Physical inventories are taken four times yearly. The Shipping and Receiving areas are in her management sphere, and the entire staff she supervises consists of nine regular personnel, including one Supervisor, one van driver, one Secretary, and at this time six temporary workers who report directly to her. The total publication orders handled in this area is 2000 each week, and new shipments of publications arrive for storage and shipping almost daily. It is an extremely active area, and time and space are its worst enemies.

Shelly maintains liaison with the Order Department, Accounting Department, New York, and the volunteers of IEEE. Shelly reports to Mr. Ray Mendolia, Director of Administrative Services. One of the most serious difficulties she has is receiving shipments of material without prior notification, which is a rule she would like to see observed by other members of the staff.

Shelly came to IEEE after having been employed by J. Wiss & Sons as a Customer Service Manager. Previous to that she was employed for two years in Warehousing, Shipping, Receiving, Inventory Control, and Traffic with Wheeling Warehouse and Trucking as Office and Warehouse Manager. Born and raised in Newark, NJ, she attended South Side High School and graduated in February 1958, after which she attended and graduated New York University, obtaining her B.A. degree there. In High School

Shelly was the Captain of the Twirling Team, active on the school newspaper, Executive Committee, and was Class Secretary. After college she worked as an Administrative Assistant and trouble shooter for Israel Bonds. This work required extensive travel on the East Coast. Shelly has many acquaintances and friends in the entertainment field as a result of her father's business in transportation of big bands, singers, and theatrical groups.

There are at least two "miracles" associated with Shelly's childhood. She was born with club feet, both left and right, and doctors despaired of her ever walking. At the age of 4 1/2 years she walked and ran for the first time. After overcoming the original affliction, she fell at play and had multiple fractures which again caused despair at ever walking again. She spent four years in casts from waist to toes, and was determined with the help of her mother to walk, and she did. They were right; Shelly does not walk; she always seems to be running.

Despite her handicapped start in life, Shelly has been a constant participant in athletic sports including baseball, badminton, and will not run from an athletic challenge.

Her favorite current games are backgammon and Othello. These she plays with her husband of 11 months, Ami, whose skill foreshadows that of Shelly. But Shelly has an indomitable spirit and competitive drive to succeed. She will not back off from a challenge in fun or for real. Her husband, Ami, is a Polish-Israeli American who has lived in America for 11 years and has achieved a good measure of success in his business of estimating store fixtures. They presently live in Irvington and plan on moving to Princeton in the near future. Shelly believes in living each day fully, and her aspirations are to reach the top of her endeavors. Her energy is boundless, and the little blue-eyed blond young woman who carries a heavy schedule will succeed.

THE SHIPPING DEPARTMENT

BY CAROLYN YANKOSKI



If anyone thinks the Shipping Department is a simple operation where you pick up books and magazines for an order, place them in a box, stamp, and mail the package and that's it, it isn't so. There's a great deal more.

We must receive the books and magazines from the publishers, check the order for an accurate count to match the invoice, and make a receiving report which is sent to Ann Brinkofski who notifies the office staff that we now have this item available for shipping; we must mark all boxes, fill out an inventory record, shelve some copies for filling orders, and move the balance to the warehouse for storage.

Shelves must be checked daily, and items are ordered from the warehouse to fill in short-stock items. Packaging, including boxes, envelopes, paper, etc., must be ordered and placed in stock before we can begin to fill orders. Some orders call for back items which must be brought over from the auxiliary warehouse.

Ann Brinkofski passes the orders on to the Supervisor, Jorge Rivera, who distributes work to each specialist. Standards orders, Conference publications, Press books, papers, Transactions, microfiche, and abstracts are assigned. Each specialist sorts orders in single publication and multiple publication groups; orders are then picked, and out-of-stock items and not-yet-available items are noted on the orders. Completed orders are placed on carts and brought up front to be packaged.

Double checking is necessary for each order. They are checked for quantity, item, year, volume, issue, and title. Packaging in the proper cartons or envelopes takes place, and packages are stamped for the most appropriate way of mailing: either First Class, Parcel Post, or Printed Matter.

Packages are placed in stacks according to kind: Standard, Conference Papers, Transactions, and also according to destination: foreign or domestic. Pat Merola, a Mail

SHIPPING AND WAREHOUSE

From left to right: Carolyn Yankoski, Ethel Gernandt, Jorge Rivera, Jean Firestien.
Second row: Ed Donohue, Ronald Ranger, Frank Velardi, Laura Fore, Janice Ferrere.
Rear: Mike Atkins, Pat Merola, Dianne Suybam.

Clerk, weighs, meters, and puts them into appropriate mail bags. Finally, Luis Lopez (the IEEE van driver) takes the full mail bags to the Post Office. All processed orders are stamped "Shipped" and dated.

Pat must keep abreast of the latest postal rate changes and update charts accordingly. He records postage and summarizes at day's end, requisitions checks for postage meters, and takes the meters to the Post Office to be reimbursed. Constant surveillance on shipping supplies is necessary, and Pat notifies the Purchasing Department for reordering.

Abstracts orders require teamwork. One person labels and sorts by zip code, another inserts the magazines, another ties sorted mail, placing it in mail bags and labeling it.

Other duties include assembling papers, Conferences, books, and Transactions for Special Meetings, Conferences, or for Binding Requirements. When extra labels are needed for mailing orders, the Shipping Department prepares them.

Educational materials are also handled by the Shipping Department, as well as certificates, tie clips, ties, and T-shirts.

Labels, papers, books, and magazines for the New York Office are packaged and sent daily from this Department. Time must also be found to answer phone calls, estimate shipping charges, take inventories, and maintain glue machines and sealing tape machines. So, if anyone should fancy activity and fairly constant stress, the Shipping Department is the place to be. Good spirits, and attitudes and a friendly atmosphere go far to achieve efficiency and good will from Manager to Clerks.

In closing, we would like to give this note of thanks: to all who make it so pleasant to be part of IEEE Shipping and Warehousing, including, Shelly Tennenbaum, our boss, Jorge Rivera, Supervisor, Pat Merola, Ethyl Gernandt, Jean Firestien, Ed Donohue, Ron Ranger, and yours truly.

In an effort to enable employees to have impact into shaping the benefit programs at IEEE, the Staff Employee Benefits Recommendation Committee has been established. The purpose of this committee is to make suggestions regarding current IEEE benefits; e.g., Blue Cross/Blue Shield, major medical, life insurance, tuition assistance, travel and accident insurance, disability insurance, etc., . . . with a specific goal of improving these benefits. Of equal importance is the committee's aim to establish direction for the introduction of new employee benefits. Suggestions regarding other benefits will be researched, as will modifications to current benefits, for presentation to the Employee Benefits Committee. The latter committee is comprised of volunteers and is chaired by Dr. R. A. Stampfl. The function of the Employee Benefits Committee is to recommend changes to the benefit program based on proposals made by the IEEE staff. All recommended changes to the IEEE benefits plan must be approved by the Executive Committee and/or the Board of Directors of IEEE.

In the future, IEEE Intercom will feature a section on employee benefits as a permanent source of current information on the activities of both the Staff Employee Benefits Recommendation Committee and the Employee Benefits Committee.

The IEEE staff committee is presently composed of seven employees from the IEEE Headquarters in New York City and from the Service Center in New Jersey. Current plans call for inclusion of

employees from the Washington and California offices. These employees have been selected through recommendations made by Staff Directors and will serve on a rotational basis: each member will serve for one year. In this way all employees will have an opportunity to serve on the committee. Among the present members of the committee include R. Lewis, J. Hardjowirogo, G. Music, M. Bolding, P. Coccoresse, P. Sloan, and J. Goodman.

The following is a list of recommendations presented to the Employee Benefits Committee for consideration:

1. IEEE pay full cost major medical, life insurance, accidental death and dismemberment group insurances. Presently IEEE pays 2/3 of this cost.
2. IEEE pay full cost of Blue Cross/Blue Shield coverages. Presently IEEE pays full individual coverage while family coverage is paid for by employees.

The Employee Benefits Committee has requested the IEEE Administration Department make further inquiries and cost analyses into the feasibility of recommendations made above. In the ensuing editions of IEEE Intercom, results of the Employee Benefits Committee's conclusions and IEEE Staff Benefits Recommendation Committee's deliberations will be published.

Personnel Office

Corporate Support Unit

Emily Sirjane is the Manager of the Unit. This Unit provides staff support for the Board of Directors and Executive Committee, the Awards Board, and IEEE Standing Committees.

Irene French is the Administrative Assistant to Ms. Sirjane. She is the Recording Secretary for Board of Directors and Executive Committee meetings, and handles arrangements and facilities for these meetings.

Dolores Riker is the Administrative Assistant to Ms. Sirjane for Fellow Committee activities.

Veronica Lewis is the Administrative Assistant to Ms. Sirjane for Tellers Committee and Nominations and Appointments Committee activities. She coordinates the preparation of the Constitution, Bylaws, Organization Roster, and Secretary's Report.

Linda Rotolo is Secretary to Veronica Lewis and Emily Sirjane. She assists in all areas of Corporate Support work.

Una Lennon is the Staff Secretary to the IEEE Awards Board.

Lorraine Gutmann is Secretary to Una Lennon.

All of these areas are crucial to the Institute at the top level, and the work performed at this level comes under direct scrutiny so that no details are overlooked.

IEEE HISTORY

Through the years, the membership rolls of the IEEE and its predecessor organizations have boasted many illustrious names, including those of famous engineers, scientists, educators, inventors, business executives, and administrators. Some names from past IRE and AIEE Directories jump out at you as you go through the lists: Thomas A. Edison (incandescent lamp, phonograph), Alexander Graham Bell (telephone), Charles Steinmetz (law of hysteresis), Lee deForest (audion tube), Elihu Thomson (dynamos, transformers), Guglielmo Marconi (wireless telegraph). The work of these talented people and others has affected the lives of all of us through the systematic development and application of their ideas to new electrical and electronic products and services. Of course, the professional person does not create in a vacuum, but brings to bear on his/her work all the existing expertise and wisdom that can be mustered from past research in a given specialty. Nevertheless, there are those special people who have been gifted with insight above and beyond the usual quota, and it's nice to have their names in the IEEE archives.

Veronica Lewis
Corporate Services

NEWS & NOTES

Congratulations are in order for Jorge Rivera, Shipping Supervisor. His name was drawn as a finalist for the Grand Prize Drawing of \$1000 a week for life in the NJ State Lottery. Our best wishes and prayers go with him when they draw the lucky number July 27, 1977.

Ed Donahue, NJ Warehouse, was in the New England States on vacation fishing and camping; he advises everyone to go if they have the opportunity.

Barbara Chapman, Field Services, and her husband, Richie, took a seven-day sojourn to England to help the Queen celebrate the Silver Jubilee at the end of May.

Elizabeth Escala of Field Services and her husband, Augusto, vacationed in California in July for three weeks.

Barbara A. Baker joined the Financial Accounting area on June 6 as an Accountant.

EDP welcomes Edward De Rosa as the newest member of the Programming staff.

BEG PARDON

In the May/June issue of Intercom photographs were presented and it was indicated that no one in IEEE could identify all of the subjects. The Editor's assessment was incorrect and out of order. There are several persons in IEEE who could identify the subjects, even by the backs of their heads.

INTER OFFICE MEMO

Michelle Cooper has rejoined the Publishing Services Department. We're very glad to have her back. Paul Schein is working on the 1977 Membership Directory with Gail Ferenc. Paul must be seeing Fellows in his sleep! Our new 11th floor receptionist is Mona Morsand. June Jensen has moved to a secretarial spot with Jim Carter.

ELEPHANT STEW

1 elephant (medium size) Salt and pepper
2 rabbits (optional) Brown gravy (lots)

Cut elephant into bite-sized pieces. This will take about two months. Reserve the trunk--you will need something to store pieces in. Add enough gravy to cover. Cook on kerosene stove for about four weeks at 465°. This will serve 3800 people. If more are expected, the two rabbits may be added. Do this only in an emergency as most people do not like "hare" in their stew.

Millie Smith
Field Services

Happy Birthdays!

JULY

4 Rudy Spatarella
 6 Carolyn Karpinski
 8 Gene Logan
 8 Shelly Tennenbaum
 10 Mary Carroll-Mirylees
 12 Luis Perez
 13 Beverly Stagg
 14 Ceil Flesher
 14 Dolores Riker
 19 Barbara Chapman
 23 Muriel Calvenezi
 23 Ann Southard
 26 Jim Carter
 26 Jane Morley
 28 June Jensen

AUGUST

3 Karen Genco
 3 Jack Williams
 8 Gaby Voelker
 9 Felicia Ravelo
 15 Jean Firestein
 15 Marge Salek
 16 Elizabeth Escala
 20 Eugene Lombardo
 25 Carol Sragg
 26 Michele Klarewicz
 26 Woody Gannett
 27 Verna Miller
 30 Tom Bartlett
 30 Ann Brinkofski

DREAM VACATIONS

Arrangements are being made for one-way passage to the following places for EDP staff members:

John Wong	Plains
Angela Puzzelento	Monaco
Ginger Bullfinch	Rockefeller Center
Bob Provost	Trenton
Debra Gimbel	Bear Mountain
Pat Lech	Cruise on Staten Island Ferry (Round Trip)
Helene Mostowski	Great Adventure
Sebastian Zacharias	IBM School, Endicott
Richard Schulz	Bowery
Ed Spatarella	Las Vegas
Mario Riptranzone	Central Park

BEST OF ----

With due respect to persons who have had great new experiences but do not wish to be acknowledged and persons who do not wish to be referred to under any circumstances, we wish you the very best of all the things we dare not mention.

Holiday Reminder

The IEEE offices will be closed in observance of Labor Day, September 5, 1977.

CANCER -- June 22 to July 23

There is a touch of moon madness in every Cancer person, and there are times when they can totally confuse everyone with their sudden changes of mood. Cancer people, nevertheless, are very outgoing and friendly, and they enjoy nothing more than the company of friends and a lot of laughter and fun. Cancer people have an excellent sense of humor and they love to be the center of attention. But their moods can change at any time. Cancer people are very strongly affected by the moon and the tides, and most of them also love the water; many of them look forward to having a boat or a place near a large body of water. Cancer people are also good listeners, and they are good at keeping a confidence. With the Cancerian love and respect for friendship, a Cancer person can be the best and closest friend you'll ever have.

LEO -- July 24 to August 23

Leo is the sign of the lion, the king of beasts, and you will often find them in positions of leadership, or at least striving for that position. Leo people are extroverts and they usually love a fast life with a lot of time spent "out and about." At night, when they shine, Leo people often spend a lot of time socializing at various night spots. Leo people also enjoy responsibility. They may roar at being forced to carry a large load, but don't let them fool you. They love it! Try to relieve them of their burdens or lend a helping hand and see how quickly Leo will refuse your help. But they will always be ready and willing to help you. A Leo person is always a fiercely loyal friend, very sympathetic and forgiving, and their hearts are made of pure gold, but beware the lion. He can be a very powerful enemy!

Catherine Cardone

INTERCOM STAFF

Editor	Rudy Spatarella	Office Services NJ
Co-Editor	Verna Miller	Data Processing
Consulting Editor	Gene Kone	c/o Carol Gershowitz
Copy Editor	Carolyn Elenowitz	Publications
Layout	Stephanie Wolfson	Editorial

REPORTERS

Ruth Edmiston	Spectrum
Carol Sragg	Executive & Controller
Ann Burgmeyer	Publications
Deborah Zemkoski	Education
Peter Coccorese	Printing & Mailing
Mary Bode	Subscriptions
Janice Goodman	Administration
Sue Scholpe	General Accounting
Esther Kelmenson	Technical Activities
Veronica Lewis	Corporate Support
Verna Miller	Data Processing
Joanne Biley	Advertising
Fernando Serrano	Office Services NY
Millie Smith	Field Services
Beverly Stagg	Publication Sales
Betty Stillman	Standards
Carolyn Yankoski	Shipping-Warehouse

Printing
Distribution

Arthur Spatarella
Cathy Cardone