

2008 IEEE PES Goals and Initiatives

Early in a new IEEE PES Presidential term, establishing clear goals, direction and objectives is especially important and requires an understanding of industry and membership needs. Our industry is facing challenges like never before, including ensuring an adequate supply of generation, escalating construction costs, human resource constraints, and complicated choices regarding investments in technology and infrastructure to meet growing electrical demand and reliably needs—and of course, there are growing pressures to stabilize the global concentrations of carbon dioxide. In short, major technical, economic, regulatory and policy challenges will need to be reconciled.

A 2007 PES membership survey suggested some approaches for addressing these challenges: emphasizing practical industry aspects, continuing to focus on world-wide relevancy, providing a broad suite of educational offerings—including learning delivered on-line—embracing emerging technologies, and acting as an advocate for PES and the profession.

PES goals, shown below, have been established considering industry needs, along with this membership feedback. As evidenced by the specific Society goals shown below, PES is re-branding, expanding collaborative efforts, and building upon its traditional offerings.

1. Increase practically oriented offerings world-wide in conferences, publications and educational venues
2. Improve the effectiveness of technical activities through clarified scope, streamlined process, reduced standard cycle time and by driving collaboration with others through use of new technology
3. Expand the education portfolio through multiple training options, including stand-alone courses, technical committees tutorials, and on-line education modules
4. Increase awareness of PES activities while visibly embracing the broader concept of energy and other emerging themes
5. Enhance the PES societal and industry image including an improved the web-site and more opportunities for young professional involvement
6. Clarify PES board member roles and required interfaces.

To increase your understanding of the PES organization, I shall highlight the responsibilities of the Vice Presidents reporting to the PES Governing Board along with their 2008 initiatives.

Technical Activities



Paula Traynor

ptraynor@epri.com

Paula Traynor, Vice President of Technical Activities, oversees the 17 technical committees and four coordinating committees. Her focus is to improve coordination and efficiency, promote the deliverables from the technical committees and effectively address emerging technologies. Initiatives underway include:

- More timely promotion of activities by obtaining quarterly updates through simplified reporting templates and by scheduling monthly conference calls with the Technical Committee chairs.
- Promote emerging technologies and identify working groups as appropriate using a Technology Assessment Report as a basis. Two examples include a coordinating committee on the Smart Grid and forming another group to focus on large scale inverter technology.
- Improve the quality of papers and technical activity organization at the General Meeting by re-packaging the content to have multiple committees sponsor sessions and assigning an Editor-in-Chief (EIC) responsible for overseeing the review process to improve the conference paper quality. Dan Nordell has accepted this EIC position.
- Improve standards efficiency through additional support from IEEE-SA and by implementing improvements based upon lessons learned from case studies. Soo Kim joined SA to increase the PES support and has responsibility for 5 of our Technical Committees. Two standards case studies have been conducted; recommendations will be presented at the upcoming General Meeting.
- Post special publications electronically; 48 practically oriented, special publications have been identified. An effort is underway to make them official products in the Digital Electronic Library and available through a power related community in Xplore.
- Explore technical options for making meetings available on-line and voice-over presentations available electronically. Technologies such as Webex and Live Meeting are being investigated. An isolated pilot is planned for the General Meeting to better understand the cost, implementation details and next steps.

Meetings



John Paserba

j.paserba@ieee.org

John Paserba, the Vice President of Meetings, identifies the locations for future events, secures long-term contracts and coordinates meeting logistics with the Local Organizing Committees. In this capacity, John strives for balanced global presence featuring topical themes and emerging technologies, more efficient use of meeting space and improved organization. He encourages Chapters to provide leadership for meeting planning and is working with Saifur Rahman, VP of New Initiatives / Outreach, to increase the meeting activity in Regions 8, 9 and 10.

Approximately one-half of the society's revenue in the last five years has come from conferences, therefore financial metrics and closing performance are important. The target metrics include achieving a 20% surplus for financially sponsored or cosponsored events, closing conferences within the same calendar year and submitting publications into Xplore within 30 days of the conference.

There are three categories of PES conferences: Financially Sponsored, Financially Co-Sponsored and Technically Sponsored. All categories of PES-sponsored conferences have proceedings published in IEEE Xplore, making contents accessible worldwide. PES is interested in adding new conferences to span the wide range of industry interests and emerging technologies. For example, PES and Industry Applications Society (IAS) are introducing a conference in March, 2009 in Valencia, Spain focusing on Energy which will increase our presence in Region 8. Another new conference, under consideration for the second quarter of 2009, is with Wuhan University in China on energy engineering and applications. A list of the upcoming PES sponsored, co-sponsored and technically co-sponsored conferences is available on the PES website.

Education



Prabha Kundur

p.kundur@ieee.org

Prabha Kundur, the Vice President of Education, is responsible for Education and Awards.

Education: Due to industry demographic changes, education presents a growth opportunity and includes workshops and tutorials, stand-alone training and on-line educational offerings. Typically Continuing Education Units (CEUs) are included. Materials are being packaged to make education more readily available at conferences, through on-line venues and through stand-alone courses, which ultimately Chapters can host. Courses are also offered at companies to help their new employees or even non-power engineers become familiar with the industry's technologies. There are on-line offerings available through IEEE Expert Now on emerging technologies. These modules are interactive, one-hour online learning courses developed by recognized experts in a wide range of engineering and research technologies. The best educational courses and tutorials are being considered for future content.

Awards and Recognition: Several new PES awards are available or in development. Awards that will be presented for the first time at the General Meeting in July: Leadership in Power Award, Robert Noberini Distinguished Contributions to Engineering Professionalism Award, and the Lifetime Achievement Award. A nominating committee is being formed for the PES Douglas M. Staszkesy Distribution Automation Award designed to recognize those in the industry who have made a significant contribution to automating electric utility distribution systems a practical reality. Additionally, an IEEE Power Medal Award is being developed jointly by PES, IAS and PELS. This will be the only power award at the IEEE level and is anticipated to be available in 2010. There has also been some discussion to expand student support by starting a scholarship endowment. If you are interested in championing this effort, please contact Prabha Kundur or the PES Executive Director, Pat Ryan at p.ryan@ieee.org.

Publications



Mohammad Shahidehpour
ms@iit.edu

Mohammad Shahidehpour, the Vice President of Publications, is responsible for the Editors-in-Chiefs and Regional Editors. The Editors-in-Chief (EIC) include Mel Olken (Power & Energy Magazine), James McCalley (Power Engineering Letters), and Transactions Editors Scott Sudhoff (Energy Conversion), Reza Iravani (Power Delivery) and Vijay Vittal (Power Systems). The EIC's are currently reviewing the creation of an e-Bulletin Board for promoting discussions on transactions articles.

Some of the metrics include papers received, decisions rendered, papers in review 180 days or more, and papers decided within 90 days. The decisions rendered on papers now exceed the rate of incoming papers for a given period so review performance is moving in the right direction. Additional reviewers are needed; directions to volunteer are available on the home page of the PES web site.

Mohammad will continue to expand the Xplore legacy database. Materials from 1952 – 1962 are being entered and the more recent materials are now available. A decision has not been made regarding entry of materials created from 1884 through 1952.

The PES e-Newsletter is an electronic offering available to all members with an e-mail address in their profile and is posted about the 15th of each month. This publication is ideal for recognizing chapter activities, promoting educational venues, highlighting meeting activities, and showcasing technical activity deliverables. Send all submissions or inquiries electronically to Melvin I Olken, m.olken@ieee.org.

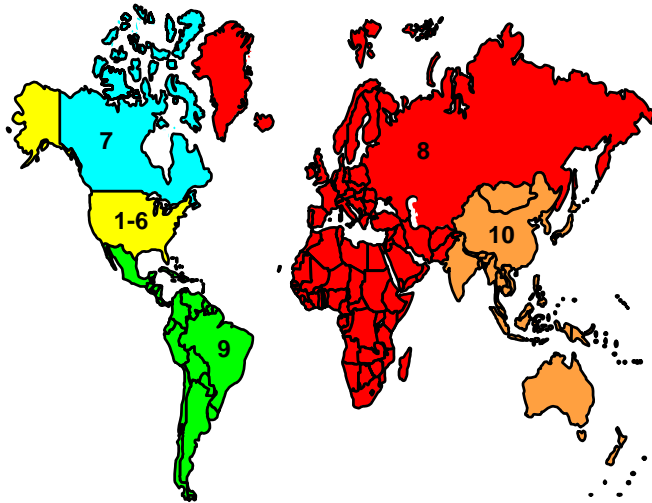
Chapters



Enrique Tejera
e.tejera@ieee.org

Enrique Tejera, Vice President of Chapters, provides training, products, services, resources and organization support for approximately 180 Chapters. A map of the Regions is provided below along with a list of the Region Representatives who each oversee chapter activity in their respective regions and report to the Vice President of Chapters.

IEEE Regions 1 - 10



Region Representative

Roland Dixon
 Diep Nguyen
 Steve Kanetzky
 Roger Nelson
 Bruno Meyer
 Juan Carlos Miguez
 Subrata Mukhopadhyay

Region

Region 1 & 2
 Region 4 & 6
 Region 3 & 5
 Region 7
 Region 8
 Region 9
 Region 10

New in 2007 was a chapter membership contest. For the large chapters having > 100 members, the winner was the Vancouver Chapter with an 8% membership increase. For small chapters having ≤ 100 members the winner was the Venezuela Chapter with a 47% membership increase. A membership contest is also underway for 2008.

To improve communications, chapter training was offered in regions 1 through 8 and in region 10 during 2007 and will again be offered in 2008. This year training will be held in August at Bogota, Colombia during the T&D Latin America and in Pittsburgh, Pennsylvania in July in conjunction with the General Meeting

Given the goals and direction for the Society, the recommended actions for the Chapters are to:

- Continue using the Distinguished Lecturer Program
- Share best practices by submitting news for the e-Newsletter
- Keep the chapter web-site up to date
- Advocate the use of Expert Now on-line modules
- Sponsor local conferences, workshops and tutorials
- Identify roles for GOLD members; plan for successors
- Work with the employer leadership to gain their support, advocate the benefits of PES and rapidly introduce new hires to chapter activities

- Continue PES membership recruitment
- Promote engineering and the power industry to students

Membership and Image:



Edina Bajrektarevic
ebajrektarevic@atellc.com

Edina Bajrektarevic, Vice President of Membership and Image, is responsible for increasing membership and building the image for power engineering and PES. In addition to membership, some of her initiatives include power engineering advocacy, assimilating GOLD members and updating the web page.

Membership: in 2007, when many IEEE societies had negative membership growth, PES realized a 5.8% increase. To increase membership promotional efforts in 2008, PES membership are being asked to vote on renaming the society from Power Engineering Society to Power & Energy Society. Re-branding, to emphasize PES's involvement in Energy, will increase the interest in membership. A membership promotion booth with provisions for on-site membership registration will be available at major conferences. Membership brochures are also in development. Additional efforts include inviting non-members to chapter meetings while promoting the value of membership; analyzing membership trends to address concern areas and continuing the Chapter Membership contest.

Power Engineering Advocacy: The core to the PES long-term strategy and viability is to recruit and retain the incoming young professionals as members by promoting the impact on significant society challenges and connecting students with employers. A related aspect is identifying the talent required to meet industry needs. Supporting efforts include:

- Creating an advisory group charged to develop an understanding of future engineering workforce demand, determine educational capacity and act with a single voice to launch efforts to address power engineering workforce issues including K-12 outreach.
- Maintaining and expanding the IEEE PES student on-line career service: www.PES-careers.org
- Continuing the student promotion which provides complimentary first year PES membership PES.

Assimilating GOLD members: Glen Tang is the PES GOLD (Graduates of the Last Decade) coordinator and is an invited guest to the Governing Board meetings. Ideas to promote GOLD involvement include:

- Creating and distribute a brochure highlighting power careers to new IEEE student members, power professors, and student branches. A solicitation for GOLD Member testimonials is forthcoming.
- Advocating GOLD involvement technical committees – an example is the “Bring a Buddy for Free” initiative being launched by the Transformes Committee.
- Improving the introduction aspect by identifying a “greeter” to welcome newcomers.
- Creating GOLD articles to highlight the initiatives and make efforts visible

Re-designing PES web site: Essential to retaining and attracting PES members, is an up-to-date web site that is easy to navigate. A committee has been established to define the requirements and provide guidance for a re-design. Since this project is in its infancy; more information will become available as it progresses.

New Initiatives / Outreach



Saifur Rahman
s.rahman@ieee.org

Saifur Rahman, Vice President of New Initiatives / Outreach, is responsible for facilitating external collaboration and incubating ideas which may include new meetings, journals, and new on-line offerings.

Recent examples of outreach include PES representation at the conference celebrating the 100th Anniversary of Chinese Electrical Engineering Higher Education in Xi'an, China, keynoting at the Electric Utility Deregulation and Restructuring Power Technologies conference in Nanjing, China and providing leadership for the IAS/ PES Energy conference in Valencia, Spain.

This position is responsible for identifying volunteers and supporting IEEE's New Technology Development Committee (NTDC). Since 2004, NTDC-sponsored conferences on multi-disciplinary topics such as Electric Ship Technologies, Hydrogen Economy, Wind Power, RFID, Portable Information Devices, and Plug-in Hybrid Electric Vehicles. PES will be a financial co-sponsor of the Energy 2030 Conference scheduled for November 18-19, 2008 in Atlanta, Georgia. Another NTDC initiative underway is the Carbon Management project, which is being pursued with United Engineering Foundation. Numerous societies are working together to impart non-biased,

technical expertise on Carbon Management Technology that can be bridged with associated societal impacts.

This position was designed to nurture new concepts and relationships until there is momentum and infrastructure to sustain them within the traditional organization. This is a new position; therefore, the scope is evolving and volunteers are needed. Areas of immediate focus include:

1. Investigate and pursue a new region specific periodical or journal
2. Specialized conferences to promote new systems and technologies in the broad arena of power and energy
3. Development of on-line educational modules using content from Distinguished Lectures and lifelong learning tutorials
4. External collaboration efforts and agreements
5. Organization of special events, i.e., the 125th anniversary celebration of PES in 2009
6. Coordination of the IEEE USA liaison efforts

Conclusion

The industry is changing and PES is changing with it. The society leadership is dynamic and focused on initiatives relevant to the members and current industry challenges. There is a great deal of activity underway: your assistance is needed to be successful. To volunteer, please contact any of the Vice Presidents for your areas of interest or myself at w.reder@ieee.org.