

# Achievement Nomination Form – Steve Thomas

## RESPONSIBILITIES

Chair of XXXX Society Chapter in XXXX

Chair of the Awards Committee, IEEE- XXXX

Marketing and Publicity Chair for IEEE International XXXX Society Symposium

## MGA GOALS MET

MGA Goals:

- 1) Increase member engagement.
- 2) Improve relationships with and between members.
- 3) Increase Membership

MGA Strategies:

- 4) Increase the value of IEEE membership.
  - 5) Provide simple consistent interface to members and prospective members.
  - 6) Strengthen the relevancy of IEEE membership of industry.
- (#s) Goals and Strategies that appear in the following the following text.

## HOW GOALS WERE MET

Steve Thomas: Vision & Leadership in Developing Ten Years of Continuously Improving XXXX Society Seminars that Engage Engineers, Industry & Vendors: (#) Refer to MGA Goals & Strategies as listed above.

### Vision

For the last ten years Steve has organized an annual seminar with internationally recognized experts in the field of XXXX. This was initially organized to serve the needs of members of a small XXXX Society chapter in XXXX. It has grown from # local engineers to # national attendees (from as far as xx\_state & xx\_state) because it provided take-home value to working engineers as well as the companies they work for (1). Steve met the need of engineers to learn more about this emerging XXXX field by recruiting recognized experts to present day-long seminars with important technical topics in XXXX (4).

### Engaging Support

Based on his marketing experience, Steve recognized the value of face-to-face interaction among engineers and the vendors of the products that engineers use at work. Vendors actually get to talk to engineers who are their customers - engineers learn relevant information about the products they use on-the-job (1, 4), engaging both the vendors & working engineers. In this technical field, many of the vendors need to hire engineers as their representatives (6). Steve has increased the number of supporting vendors, as exhibitors, from # in ##### to # in #####. Vendors sponsor the seminars & participate energizing the conference (4).

### Value, Peers, Employers

These seminars provide take-home value for working engineers (IEEE members and non-members) so they return year-after-year and recruit their co-workers (1, 2, 4, 5). Co-workers recognize the value and join IEEE (3). Membership in XXXX Society–XXXX has doubled during this period. Employers realize the value of this technical information to their employees and business. Company1, Company2, Company3, Company4 & # other companies have sent their engineers to these XXXX Society seminars. These seminars offer a way for employers to train their engineers by recognized experts in XXXX, which is not easily available in this field. Steve recognized the need, value & opportunity for IEEE to provide local and regional training by experts for engineers & industry (6).

### Enthusiasm, Recognition

Steve has developed a way to spread his enthusiasm before the large audience of attendees & invited guests during the seminar luncheon. Guests include members of the business community and other IEEE-societies. Each vendor was invited to offer a small prize (e.g., gift card). Vendor names were announced as each prize was awarded to attendees whose names are drawn and announced at the podium. Each vendor and winner received name and face-recognition in an enthusiastic manner, before an audience of

# at lunch in ####. Recognition, participation, enthusiasm, take-home value – that's the engaging nature, the culture of these XXXX seminars (1, 2, 4, 5). The #### seminar was featured in XXXX Society IEEE NEWSLETTER and publication of the #### seminar is pending.

#### Improvement

At the close of each seminar, attendees are asked to fill evaluations that are used for continuous improvement of subsequent seminars. Steve gets evaluation forms from over 95% of the attendees because they receive IEEE gifts and IEEE CEU Certificates with the submission of the forms.

Consequently, participants remember IEEE and gain value during job evaluations that require continuing education (i.e., my experience) (4).

#### **SIGNIFICANT NATURE OF ACHIEVEMENT**

Summary – Throughout # years of continuously improving XXXX seminars, Steve Thomas enthusiastically demonstrated the mission of MGA, to inspire, enable, and engage members of IEEE - and beyond to peers, employers and vendors, the entire environment of the professional engineer. These successful seminars provide a "professional home" for engineers as stated in MGA's mission.

Employer engagement is one of the most significant achievements that Steve Thomas has been able to accomplish through these Seminars. Steve's presentation at the IEEE XXXX Conference in xx\_city in ####, demonstrated his vision: The need for local & regional training can be met by IEEE. Employers supported the success of these seminars: "Employers realize the value of this technical information to their employees and business....These seminars offer a way for employers to train their engineers by recognized experts in XXXX, which is not easily available in this field. Steve recognized the need, value & opportunity for IEEE to provide local and regional training by experts."

# companies sent their employees to the seminar in ####. Employer involvement is an often-mentioned, significant need by IEEE.

{ : "...accomplishments taken from the above listed goals." }

Steve has developed innovative ways to "Market IEEE" through these seminars:

1) Seminars engaged members and non-members: "These seminars provide take-home value for working engineers (IEEE members and non-members) so they return year-after-year and recruit their co-workers. Co-workers recognize the value and join IEEE."

2) Seminars engaged vendors so that they provided support for the seminars & interacted with attendees: "Based on his marketing experience, Steve recognized the value of face-to-face interaction among engineers and the vendors....engaging both the vendors & engineers... Steve increased the number of supporting vendors, as exhibitors, from # in #### to # in ####. Vendors sponsor the seminars & participate energizing the conference (4)." Steve recognized that adequate support is the life-blood of successful seminars and achieved a remarkable level of support through his innovative face-to-face techniques. Proceeds from the seminars were used to extend support to other section activities such as student poster awards, IEEE's 125th Anniversary, and XXXX's 100th Anniversary.

3) Steve has established a unique 'culture' at these seminars: "Each vendor was invited to offer a small prize....vendor and winner received name and face-recognition in an enthusiastic manner, before an audience of # participants at lunch in ####. Recognition, participation, enthusiasm, take-home value – that's the engaging nature, the culture of these seminars (1, 2, 4, 5)." Participants included seminar attendees as well as invited guests from industry, education and members from IEEE-XXXX Section and adjoining sections.

Steve achieved international recognition as the XXXX Chair for the #### IEEE International Symposium for XXXX Society held in location, month year (a three year position). Closer to home, Steve helped two other XXXX Society chapters follow his model for successful seminars by mentoring chapters in CityState1 and CityState2.

Steve has a unique approach to volunteering, "You have got to have a passion". This passion was the driving force behind his leadership that has facilitated these ten years of continuously improving seminars. These successful seminars have developed a culture that engages engineers, employers and vendors.

They actually demonstrate the 'Value of IEEE Membership'.

### **SUGGESTED CITATION**

Vision, Leadership and Commitment:  
The ingredients behind ten years of successful  
XXXX seminars in XXXX from 2001 to 2010

### **ADDITIONAL COMMENTS**

Publications:

XXXX IEEE NEWSLETTER - Article submitted by Steve Thomas for the #### seminar, with # pictures :

The XXXX Society Chapter organized its #th XXXX Seminar in month of ####. It turned out to be our best attended seminar. Registered attendees totaled # with # tabletop exhibitors. The luncheon emceed by Steve Thomas, XXXX Society Chapter Chair, totaled #.

Central to this year's success was Mr. Tom Smith. The title of his lecture was "XXXX". In addition to his lecture, attendees were offered an opportunity to purchase his Award Winning Text Book – "XXXX". A total of # books were purchased.

Leading the way in registered attendees was: Company1, Company2 and Company3. A total of # different companies from xxxx area attended. This seminar also attracted attendees from CityState1 along with City2 and City3, State2. Enjoy the photos that captured the moment.