

# **2003 Sponsorship Package**

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*Dallas Chapter*

The Communications and Vehicular Technology Societies  
The Institute of Electrical and Electronics Engineers, Inc.

[www.cvt-dallas.org](http://www.cvt-dallas.org)

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**Recent Sponsors**

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**PLATINUM**

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**GOLD**

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# SILVER

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## Executive Summary

Looking back over 2002, the Dallas Chapter of the IEEE Communications & Vehicular Technology Societies made significant achievements in technical/educational activities, public relations, membership advancements and nominations, as well as membership development.

The Dallas Chapter is regarded as a highly resourceful and well-respected professional organization in the Dallas Metroplex.

During the Award Luncheon at the ICC in Helsinki, Finland in June 2001, the Dallas Chapter was presented with the IEEE Communications Society *2001 Chapter Achievement Award* for excellence in its chapter operations and for furthering the society objectives. The award is a prestigious recognition from over 135 Chapters worldwide.

It is with the generous support of large and small corporations that we manage to provide a high-quality program at a low cost to members and the general public. While the telecom industry experienced some of its worst times ever recently, our sponsors' support enabled the Dallas Chapter to *expand* our programs. This helped create an important low-cost (no-cost) meeting place for networking and for learning about the latest telecom technology. For these outstanding activities, and continued commitment to serve, the chapter is hereby requesting to be considered for corporate sponsorship for 2003.

Contributions help pay for services provided by the Dallas Chapter such as:

### 2002 Technical program

- Held 10 monthly technical meetings at the Holiday Inn during lunchtime -- a very visible and long-running function of the chapter. The meetings, featuring a buffet lunch, are free for students, \$5 for members and \$10 for the public. They are advertised via email, chapter website, and local technical publications.
- Held annual full-day dual-track symposium at Richardson Civic Center. This symposium featured 10 distinguished speakers addressing the most talked-about technologies. It attracted 165 registrants. The attendees praised the high-quality presentations and the low-cost registration, which was \$25 for IEEE members including breakfast, lunch, and the proceedings.
- Collaborated on highly successful Wireless Metroplex Technology Business Council (Richardson Chamber of Commerce) events in 2002.

### 2002 Public affairs program

- Established and maintained effective working relationships with local telecom companies for corporate sponsorships, recruited 6 new sponsors.
- All officers of Dallas Chapter are volunteers from local communications and high tech companies, coming together with energy, drive, and commitment to serve.
- Well-maintained website [www.cvt-dallas.org](http://www.cvt-dallas.org) which has meeting notices & presentation slides, newsletters, IEEE promotional activities, **sponsors and sponsor links**, officers, and attracts over 1,500 subscribers.
- Improved communications with its membership with a monthly newsletter *Letter from the Chairman*, promoting public awareness, technology advancements, and chapter activities
- Dedicated two officers as Student Branch Liaison, dialoging with student branches and engineering departments from several local universities. Provided free lunches to students

attending monthly technical lunch meetings and assisted with their programs; co-sponsored pre-college mentoring web pages.

- Collaboration with the Richardson Chamber of Commerce’s Metroplex Wireless Technology Business Council to provide another level of educational luncheon speakers.

2001 Advancements & Nominations (2002 numbers not available at publication)

- 25 IEEE members in Dallas Section advanced to Senior Members in 2001;
- 35 people have been nominated or awarded at different areas, including IEEE, IEEE-USA, IEEE Dallas Section, Texas Society of Professional Engineers, and YWCA.

2001 Membership development (2002 numbers not available at publication)

- Acquired 352 new members, a 33% increase, reaching a total of 1,415 members by year-end in 2000 and additional 45 members as of June 2001
- Hosted *ComSoc Membership Appreciation & Celebration*, which effort was recognized by IEEE ComSoc headquarter with \$1,000 check as Financial Incentive
- Dedicated one officer for membership development
- Subsidized the member’s lunch at monthly technical lunch meetings by 50%

## **IEEE CVT Dallas Chapter Responds to the Telecom Downturn by EXPANDING Its Program Offering**

Many of our members and friends have experienced the downturn in the fortunes of the telecommunications industry first hand. It is not uncommon to hear of experienced engineers out of work for more than a year. Many companies have failed, moved or deeply cut personnel.

In this environment, the Dallas Chapter made a commitment to help to local engineering community. Thanks to our sponsors, we were able to expand our program while practically everything else in the telecom universe was shrinking. Our attendance soared and has stayed strong.

In particular, the technical presentation at our luncheon meetings is now preceded by a “networking” speaker. That is, someone who can instruct our members and friends in “people skills,” including interviewing, job searches, building a personal network, selling yourself and your ideas, legal issues, financial planning, etc. Furthermore, we open the doors early and keep them open after the speakers to facilitate more one-on-one networking.

We thank our sponsors -- past, present and future -- for enabling the Dallas Chapter to reach out to our local engineering community when it needs it most.

## Recent Technical Activities

The Dallas Chapter has been an active participant in the local telecommunications community since 1989 and is a key source of professional development and education for its members and other professionals within the industry. We have consistently provided high-quality technical programs and continually attracted members and others to our affairs.

In 2002, we hosted 9 monthly luncheons, bringing in a series of distinguished speakers from the communications industry addressing today's most talked about technologies. The format of lunchtime meeting is a convenient way to inform members & guest on leading communications issues and topics. It also provides a good networking opportunity for working professionals and a good forum for local communication companies to gain recognition for their technical activities. These meetings are open not only to members, but also the general public, to promote professional excellence and engineering awareness.

### 2002 Luncheon Meetings

Date	Topic	Speaker
12/17/2002	What's all the Fuss about Soft Switches?	Amy Mitchell Mgr., Marketing & Product Development – Softswitch Cisco Systems
11/19/2002	Integrating WLAN into GSM and Cellular Networks	Martin Greenwood Founder, Vice President Sales and Marketing Transat Corporation
10/08/2002	The Emerging Optical Internet	Dr. Nim Cheung Vice President of Applied Research Telcordia Technologies
09/17/2002	Emerging Trends in Wireless Networks	Brad Stinson Award Solutions
06/18/2002	IEEE/CIE Entrepreneur 2 Part Series - Part 2 "CTO Panel: Incubating an Idea"	George Barber, CEO, Sychip Michael Camp, CEO, VocalData Bob Heard, CEO, Credant John Skoro, VP Marketing, Cyneta,
05/21/2002	IEEE/CIE Entrepreneur 2 Part Series - Part 1 "CTO Panel: Incubating an Idea"	Pardeep Kohli, Founder, VP Engineering/CEO, Spatial Wireless Dr. Guanghan Xu, Co-Founder, CTO and President, Navini Networks Dr. San-Qi Li, co-founder and CTO, Santera John Baker, CEO, Transat Technologies
03/19/2002	Patent Strategies For Small High-Technology Companies	David O'Dell Associate, Haynes and Boone
02/19/2002	Human/Computer Communications using Speech	Ellis K. "Skip" Cave Senior Principal Engineer, InterVoice-Brite, Inc.
01/15/2002	Unwiring Broadband: The Challenges & Solutions for Delivering Nomadic, Zero-Install Wireless Broadband	Ken Davey, Director of Product Line Management Navini Networks - Richardson, Texas

**2001 Luncheon Meetings**

<b>Date</b>	<b>Topic</b>	<b>Speaker</b>
12/18/2001	Next Generation Networks, What's New and What Not	John Bellamy, Chief Technical Officer Xalted Networks, Inc.
11/20/2001	Current and New Capabilities in the Wireless Marketplace that will Drive Subscriber Growth in Today's Economic Realities	Keith Shank Vice President of Strategy Development Ericsson, Inc.
10/16/2001	State of Softswitch	Tracy Venters Sonus Networks
09/18/2001	Trends in Wireless Communications from a Carrier Perspective	John Meadows National Director of eCommerce for AT&T Wireless Services
05/15/2001	Enabling Technologies in Long-Haul DWDM Systems	Salam Elahmadi Advisor, Optical Networks Nortel Networks
03/20/2001	Commercial Use of PKI Technology	Katie Bryant SR. INFOSEC Systems Engineer SAIC
02/20/2001	IP Networking: Opportunities and Challenges	Salah Aidarous Director, Product Planning NEC America
01/16/2001	The 3G RF Dilemma.....Link Gain, and Where to Get It	Mano Judd VP Advanced Development Andrew Corporation

## Recent Educational Activities

The Dallas Chapter hosted a full-day, dual track 16<sup>th</sup> Annual Communications Technology Update Symposium' on April 19th, 2002. It was designed to educate its members and the general public on emerging technologies. The symposium featured 10 outstanding speakers and drew 150 registrants. To make this high quality educational program accessible to its members, and the general public, the Dallas Chapter took pride in charging a registration fee of merely \$25 for IEEE members. This included breakfast, lunch, badge, and proceedings. Both members and non-members warmly applauded the high-quality program, coupled with such a low-cost registration.

<b>7:00 AM</b>	<b>Registration, Continental Breakfast &amp; Networking</b>
<b>8:00 AM</b>	<b>Welcome</b> Bob Shapiro, Chapter Chairman <b>Introduction</b> Steve Maxwell, Symposium Chairman <b>Local Industry Over view</b> Mr. Jeran Akers, Honorable Mayor of Plano
<b>8:30 AM</b>	<b>Wireless</b> Paul Struhsaker / CTO, Raze Technologies – Will update us on the latest Wireless Industry standards
<b>9:15 AM</b>	<b>Security</b> Katie Bryant / S.A.I.C. – Gives us an insight to the world of P.K.I. and what it means to us
<b>10:00 AM</b>	<b>Break – Coffee, Juices and Pastries</b>
<b>10:15 AM</b>	<b>Optical</b> Glenn Nelson/ Alcatel – A perspective of the Optical Industry and future developments
<b>11:00 AM</b>	<b>Wireless</b> Scott Lingren /VP, EngineX Networks – An overview of wireless developments across the globe
<b>11:45 AM</b>	<b>Lunch and Door Prizes – We will offer a soup and sandwich buffet with vegetarian options</b>
<b>12:15 PM</b> <b>12:30 PM</b>	<b>Keynote Introduction</b> A guest speaker from the F.B.I. will discuss the need for the protection of information <b>Keynote</b> Dr. Xu / CTO, Navini Networks – Shares his understanding of the state of the telecom industry today
<b>1:15 PM</b>	<b>Security</b> Kevin Henson / Asier Technology Corp. – Exciting new developments in the field of encryption exposed
<b>2:00 PM</b>	<b>Break – Soft Drinks and Cookies</b>
<b>2:15 PM</b>	<b>Optical</b> Steven Dekany / Marconi – Will present GMPLS and Optical UNI migration developments in Europe
<b>3:00 PM</b>	<b>Networking</b> We proudly welcome Maura Shreier-Fleming, a local networking favorite
<b>5:00PM</b>	<b>Wrapping Up</b> Closing remarks. Includes Grand Door Prize followed up by a Cash Bar until 6:00 PM

Dallas Chapter co-sponsored the highly successful 2-day 2000 *Emerging Technology Symposium*, together with IEEE Dallas Section, MTT Society Dallas Chapter, APS Society Dallas Chapter, and Computer Society Dallas Chapter. The symposium featured world-renowned speakers and drew over 300 attendees. The Dallas Chapter provided a leadership role with several officers holding executive positions in Technical Program and Local Arrangement committees.

## Recent Public Relations Activities

The Dallas chapter manages to establish and maintain effective working relationships with local telecom companies for corporate sponsorships at various levels of financial commitment. The chapter relies on these sponsorships for operating expenses. We promote the engineering profession and communications with corporate sponsors, while also placing our sponsor's new technologies or hiring announcements before our chapter membership. In 2000, we recruited an unprecedented 14 sponsors: the Platinum Sponsors were Alcatel, Ericsson, Nortel, SAIC; Gold Sponsors were ADC, Andrew, AT&T; Silver Sponsors were Broadband Gateways, Chorum Technology, EPiCON, Glow Networks, King Search, LaserComm, and Metricom.

Our website <http://www.cvt-dallas.org> has been an effective method for public relations, which was designed and maintained by three volunteer officers. The website promptly posts meeting notices and a newsletter each month. The former is also available for electronic subscription. Our effort to promote wide distribution of technical & educational programs for public awareness has generated more than 2,500 subscribers. The website also posts past meeting presentation slides, IEEE promotional announcements, sponsors' notices and advertisements, officers' pictures and bios and provides links to the IEEE and sponsor sites.

The IEEE teamed with other professional societies, including SPE, ASCE, TSPE, ASME, and AIChE to honor engineers turning ideas into reality during National Engineers Week on February 20-26, 2000, which was sponsored by the Texas Society of Professional Engineers (TSPE). The Engineers' Week 2000 was designed to promote excellent engineering practices, keep on top of the newest developments and projects, network with engineers of other disciplines and fields, and increase youth interest in the engineering profession.

IEEE together with several local small business, large corporation, public affair, non-profit organizations, participated in the *2000 YWCA Women of Achievement Award*. This award was sponsored by the Richardson YWCA to honor women who have made an outstanding contribution to the mission of their corporation, institution, or business.

All officers of the Dallas Chapter are volunteers from local communications or high tech companies. We come together with drive, energy, and the commitment to serve. The Dallas Chapter has one officer dedicated to Public Relations, publishing meeting announcements on local technical calendars, sending meeting notices to sponsors, IEEE members, and non-member subscribers.

The chapter makes an effort to improve communications with chapter membership with a monthly *Letter from the Chairman*. This newsletter keeps members informed of public affairs, communications issues, and chapter activities. The newsletter and meeting announcement are promptly posted at our website. The latter is also sent out via email to IEEE members and non-member subscribers.

The Dallas Chapter hosted a *Chapter of the Year Celebration* in June 2000 to share the achievement with its members. The chapter ordered a huge cake with IEEE logo and *Chapter of the Year*, celebrating a year of lots of work and lots of fun.

The Chapter Chairman attended the 1<sup>st</sup> North America Regional Chapter Chairman Congress, a great networking & idea-sharing opportunity with other chapters to continuously improve our activities.

The Dallas chapter encourages electrical engineering students' participation to the monthly technical meetings by fully subsidizing their lunches. We also promote their participation in the annual symposium by offering a substantial discount on registration fees.

The Dallas Chapter has designated one officer as Student Chapter Liaison, who keeps an active dialogue with IEEE student branches and engineering department of several local universities to encourage student involvement and promote IEEE activities.

The IEEE teamed up with other professional and educational organizations in the Dallas area, hosting a mentoring web page for pre-college educational program.

The Dallas Chapter has begun collaboration with the Richardson Chamber of Commerce's Metroplex Wireless Technology Business Council, providing another level of educational and technical programs through a monthly luncheon series.

## Recent IEEE Member Advancements

In 2000, 25 IEEE Members in Dallas Section advanced to Senior Members, as documented at <http://www.ieee.org/organizations/rab/md/smupdates.html>, which counted a 2.4% increase.

26 IEEE members received *IEEE Third Millennium Medal* for their valued services and outstanding contribution in January 2000.

Chapter Past Chairman Matthew Bedosky was awarded *2000 Recipient of Divisional Professional Leadership Award* from IEEE-USA, recognizing his contributions and services in the area of professional activities.

Chapter Public Relations Traci King & Chapter Membership Development Doug Askegard received *2000 Society Chapter Outstanding Service Award* from IEEE Dallas Section in May 2000.

The chapter endorsed and successfully campaigned for its member, LeEarl Bryant, running for IEEE-USA President-Elect position. She became the 1<sup>st</sup> woman to be elected to the position in IEEE-USA history.

The chapter endorsed and campaigned for its member Salah Aidarous running for the Member-at-large to Board of Governors of IEEE ComSoc.

During National Engineers Week in February 2000 in Dallas, two members were honored - Oren Kesler received IEEE Outstanding Engineer Award & TSPE's Engineer of the Year Award; Diana Zhou received IEEE Outstanding Young Engineer Award.

Two members were nominated for *2000 YWCA Women of Achievement Award* in Dallas – LeEarl Bryant in non-profit category, Diana Zhou in high-tech category.

## **Recent Membership Development**

The chapter has continuously been making progress in membership development. In 2000, the chapter acquired 352 new members, ended the 2000 calendar year with 1415 members. That is a 33% increase in chapter membership and the chapter officers are working to retain these new members and reach out to still more.

The Dallas Chapter hosted a ‘New Member Welcome and Appreciation Session’ in March 2000. An invitation letter was emailed to all the new members and the session was well attended by existing members, new members, and non-members, truly a great networking session. This effort was endorsed and appreciated by the ComSoc headquarter with \$1,000 Financial Incentive.

The chapter has one officer dedicated to membership development, updating membership information for meeting notice distribution and addressing membership questions.

The chapter provides membership services by subsidizing 50% of the lunch cost to members participating in the monthly technical luncheons and by offering a discount on registration fees to members attending the annual symposium. This is made possible by the generous support of our corporate sponsors.

# The Institute for Electrical and Electronic Engineers



Communications and  
Vehicular Technology  
Society  
- Dallas Chapter -



## 2003 CORPORATE SPONSORSHIP PLEDGE

Serving the Local Technical Community

with the Best Value in Corporate Sponsorships

Sponsorship will last at least one year from the receipt of pledge

(Please Check the Sponsorship Level of Your Donation Below)

### \_\_\_\_\_ PLATINUM LEVEL ( $\geq$ \$5,000 TAX DEDUCTIBLE CONTRIBUTION)

- ✓ Recognized on Internet Web Site and linked to your company homepage
- ✓ Company Logo<sup>1</sup> placed on Platinum Banner for Monthly Meetings
- ✓ Recognized in Proceedings of Annual Symposium
- ✓ Receives two VIP tables w/ 12 tickets to Annual Symposium

### \_\_\_\_\_ GOLD LEVEL ( $\geq$ \$2,500 TAX DEDUCTIBLE CONTRIBUTION)

- ✓ Recognized on Internet Website<sup>2</sup> and linked to your company homepage
- ✓ Company Logo<sup>1</sup> co-placed on Gold Banner for Monthly Meetings
- ✓ Recognized in Proceedings of Annual Symposium<sup>2</sup>
- ✓ Receives VIP table w/ 6 Tickets to Annual Symposium

### \_\_\_\_\_ SILVER LEVEL ( $\geq$ \$500 TAX DEDUCTIBLE CONTRIBUTION)

- ✓ Recognized on Internet Website<sup>3</sup> and linked to your company homepage
- ✓ Company Logo<sup>1</sup> co-placed on Silver Banner for Monthly Meetings
- ✓ Recognized in Proceedings of Annual Symposium<sup>3</sup>
- ✓ Receives 2 tickets to Annual Symposium

**Notes:**

- 1 PLEASE PROVIDE CAMERAL-READY LOGO IN .eps AND CORPORATE POLICY ON COLOR, SIZING, ETC.
- 2 RECOGNITION LOGO APPEARS 20% SMALLER THAN PLATINUM LEVEL TEXT SIZE ON WEB PAGE
- 3 RECOGNITION LOGO APPEARS 40% SMALLER THAN PLATINUM LEVEL TEXT SIZE ON WEB PAGE

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