

**HRA-INCOSE BoD Meeting Agenda**  
**Thursday April 20, 2006, 12-1 Teleconference**  
**Call into 757-534-3969, PW 343969 or**  
**Meet in Conference Room D Bldg 600 @ NGNN**  
*Andy's Cell 329-4819*

**Table of content**

1.	Call To Order .....	1
2.	Roll Call & Quorum.....	1
3.	Perfect the Agenda.....	2
4.	BoD Member Reports .....	2
5.	Old Business - Action Items .....	5
6.	New Business for discussion .....	5
7.	Attachments .....	7
	Award Criteria – Peninsula Engineers Council Engineer of the Year.....	7
	Award Criteria - INCOSE Fellow Award.....	7
	New Chapter Logo - Requirements and Decision Matrix .....	9
	New Chapter Logo - Ideas .....	9
	New Chapter Logo - Sample.....	10
	Newsletter Readership .....	11
	Lapsed Membership Survey Report.....	12
	Promotional Items - Luggage Tags, brochures, bookmarks etc.....	14
	June 14 <sup>th</sup> Mtg Flyer - Draft .....	16

**1. Call To Order**

The meeting to Order at Hrs, by

**2. Roll Call & Quorum**

A simple majority Chapter Officers is required for a Quorum.

<b>Officers (Quorum of</b>	<b>Name</b>	<b>Present</b>	<b>Other</b>
President	Becky Reed		
Vice President	Bill Olson		
Treasurer	Jean Tolley		
Secretary	Andy Schuster		
Past President	Kevin Topp		Vacation
Web Master	Christy Mazza		Other
Director at Large for Programs	Chris Orłowski		
Director at Large for Membership	Kelly Moses		
Director at Large for University Liaisons	Mike Podolsky		
Director at Large for Publications	Dan Fontaine		
Director at Large for Training and Education	John Clark		SLC teaching SE
<b>Members &amp; Invited Guests in attendance</b>	<b>Name</b>	<b>Present</b>	<b>Other</b>
G2SEBOK:	Al Motley		
Peninsula Engineers Council - Representative	Kevin Topp		Vacation
Photographer	Steve Forehand		

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### 3. Perfect the Agenda

Changes can be proposed by any BOD member, but require a president approval or a ¾ majority vote of those present to be added.

### 4. BoD Member Reports

BoD members should provide a short report to the secretary even if they can not attend the meeting.

Report & Discussion																								
<b>Vice President</b>																								
<b>Treasurer's Report</b>	<b>Treasurer's Report</b> <b>January - March 2006</b> <b>for</b> <b>20 April BoD Meeting</b>																							
	<p><b><u>Previous Account Balance (BB&amp;T):</u></b></p> <p style="margin-left: 40px;"> <b>Statement Balance (as of 01-11-06):</b>      \$ 9,508.87  <b>Statement Balance (as of 02-10-06):</b>      \$ 9,201.61  <b>Statement Balance (as of 03-13-06):</b>      \$ 8,871.12  <b>Statement Balance (as of 04-11-06):</b>      \$ 8,876.84 </p> <p>NOTE: This reflects updates from the last financial report since bank statements have been received.</p> <p><b><u>January – February 2006 Income:</u></b>  None</p> <p><b><u>January 2006 Expenditures:</u></b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">\$ 100.00</td> <td style="width: 25%;">Ck #2543</td> <td style="width: 60%;">INCOSE – National Engineer's Week (Ralph Hill)</td> </tr> <tr> <td>\$ 190.80</td> <td>Ck #2544</td> <td>Brinkster, Inc. – 2 yr renewal for Professional Package</td> </tr> <tr> <td>\$ 31.50</td> <td>Ck #2545</td> <td>Bill Fox – Book gift for outgoing President Kevin Topp</td> </tr> <tr> <td>\$ 84.96</td> <td>Ck #2546</td> <td>Topeka's Steakhouse – Jan Dinner Meeting</td> </tr> </table> <p><b><u>February 2006 Expenditures:</u></b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">\$ 20.49</td> <td style="width: 25%;">Ck #2547</td> <td style="width: 60%;">Andy Schuster – Frames and Engraving</td> </tr> <tr> <td>\$ 210.00</td> <td>Ck #2548</td> <td>PEC – PEC Dinner Tickets for the Chapter</td> </tr> </table> <p><b><u>March 2006 Income:</u></b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Chapter Share Check (Dec 05 – Feb 06)</td> <td style="width: 30%; text-align: right;">\$ 93.00</td> </tr> </table> <p><b><u>March 2006 Expenditures:</u></b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">\$ 87.28</td> <td style="width: 25%;">Ck #2549</td> <td style="width: 60%;">Andy Schuster – P.O. Box Renewal and March BoD Mtg</td> </tr> </table> <p><b><u>Other Items:</u></b></p> <ul style="list-style-type: none"> <li>• Treasurer has action to update signature cards for the bank for 2006-07</li> </ul>	\$ 100.00	Ck #2543	INCOSE – National Engineer's Week (Ralph Hill)	\$ 190.80	Ck #2544	Brinkster, Inc. – 2 yr renewal for Professional Package	\$ 31.50	Ck #2545	Bill Fox – Book gift for outgoing President Kevin Topp	\$ 84.96	Ck #2546	Topeka's Steakhouse – Jan Dinner Meeting	\$ 20.49	Ck #2547	Andy Schuster – Frames and Engraving	\$ 210.00	Ck #2548	PEC – PEC Dinner Tickets for the Chapter	Chapter Share Check (Dec 05 – Feb 06)	\$ 93.00	\$ 87.28	Ck #2549	Andy Schuster – P.O. Box Renewal and March BoD Mtg
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Report & Discussion																																																									
<b>Secretary's Report</b> (4/13/06)	<ul style="list-style-type: none"> <li>• Mail Box checked on April 13 – No Mail.</li> <li>• Approve Mtg Min – review and approve the 3/15/06 Rev 2.0 minutes on the web.</li> <li>• Sent job opportunities to members at Ford</li> <li>• Working on the June 14<sup>th</sup> Flyer</li> </ul>																																																								
<b>DaL – Programs</b>	<ul style="list-style-type: none"> <li>• Feed back on the April 19 Luncheon?</li> <li>• Plans for May Tutorial?</li> <li>• Plans for June joint meeting with SOLE <i>see attached flyer on Page 15</i></li> <li>• Plans for remainder of the year?</li> <li>• What about our commitment to Southside Locations? Members are dropping out because we don't have meetings in Norfolk or VB!</li> </ul>																																																								
<b>DaL - Membership</b> (4/13/06)	<p><b>Membership Report for April 2006 BOD</b>            Current Members as of April 10, 2006 = 89            New Members since March BOD report = 3            New members joined since January 1, 2006 = 8            Lapsed – no renewal since January 1, 2005 = 0            Corrections since last meeting = 1 (Tom Joplin changed his chapter to the Washington Metro chapter)</p> <p>Since the March 10, 2006 Membership report, we have had 3 new members join  <b>Brad Gill, Warren Krull, Bill Henry</b></p> <div style="text-align: center;"> <table border="1" style="margin: 10px auto;"> <caption>HRA - INCOSE Membership Data</caption> <thead> <tr> <th>Year</th> <th>Joined</th> <th>Members</th> <th>Lapsed</th> </tr> </thead> <tbody> <tr><td>94</td><td>1</td><td>0</td><td>0</td></tr> <tr><td>95</td><td>2</td><td>0</td><td>0</td></tr> <tr><td>96</td><td>4</td><td>0</td><td>0</td></tr> <tr><td>97</td><td>5</td><td>0</td><td>0</td></tr> <tr><td>98</td><td>21</td><td>0</td><td>0</td></tr> <tr><td>99</td><td>10</td><td>0</td><td>0</td></tr> <tr><td>00</td><td>40</td><td>0</td><td>5</td></tr> <tr><td>01</td><td>21</td><td>0</td><td>32</td></tr> <tr><td>02</td><td>19</td><td>113</td><td>15</td></tr> <tr><td>03</td><td>32</td><td>56</td><td>14</td></tr> <tr><td>04</td><td>19</td><td>85</td><td>18</td></tr> <tr><td>05</td><td>35</td><td>77</td><td>34</td></tr> <tr><td>06</td><td>8</td><td>89</td><td>0</td></tr> </tbody> </table> </div> <p><i>Note: The numbers in the graph displayed in this report will not add new members and subtract lapsed members correctly to achieve the total membership in any one given year. This is as a result of having data for previous years that displays only peak membership information. The graph does not appropriately reflect the fluctuations in a given membership year.</i></p>	Year	Joined	Members	Lapsed	94	1	0	0	95	2	0	0	96	4	0	0	97	5	0	0	98	21	0	0	99	10	0	0	00	40	0	5	01	21	0	32	02	19	113	15	03	32	56	14	04	19	85	18	05	35	77	34	06	8	89	0
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<b>Report &amp; Discussion</b>	
	<p><b>Lapsed Membership Survey Report - Summary</b></p> <p>Thirty-three lapsed membership letters were sent via email 12/14/2005. One was sent via postal mail as a result of no listed email address.</p> <p>Six emails 'bounced' as a result of invalid email address. Seven responses were received between 12/14/2005 and 2/3/2006.</p> <p>Two primary reasons were:</p> <ul style="list-style-type: none"> <li>A. Meetings held on Peninsula are difficult for South Side members (we have remedied this)</li> <li>B. Not pleased with INCOSE as a whole (however, no one complained about direction of the HRA Chapter itself)</li> </ul> <p><i>The "Lapsed Membership Survey Report" starts on page 11.</i> It is a compilation of all responses; reference to names has been stripped to ensure anonymity.</p> <p>Thanks for all your help, Kelly</p>
<b>DaL - University Liaison</b>	
<b>DaL - Publication Report</b>	
<b>DaL - Training &amp; Education (4/18/06)</b>	<p>My report on the SE Handbook V3 review is that it was a very disappointing, frustrating, and embarrassing event.</p> <p>Many thanks to the following reviewers for your comments:</p> <p>Andy Schuster Kevin Topp Kelly Moses Morgan Henrie Myself</p> <p>The following couldn't do it for personal reasons:</p> <p>Becky Michele King</p> <p>Again, no thanks to the rest, even after a one week extension.</p>
<b>PEC Representative</b>	
<b>President Report</b>	

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**5. Old Business - Action Items**

Action Item Mtg Date & A/I No	Due Date	Assigned To	Finish Date	Title - Description
3/15/06-1	3/17/06	Becky	3/23	Contact ODU about a site for the May 19 Tutorial, and send the information to Andy for the flyer.
3/15/06-2	4/01/06	Christy	Canceled	Revise Chapter logo to include INCOSE's new logo. Contact INCOSE HQ for an official copy.
3/15/06-3	4/01/06	Becky	Done	Promote the April 19 Luncheon with Bob Keane as the guest speaker with the ODU/NGNN SE class
3/15/06-4	April BoD Meeting	Jean		Treasurer has action to update the bank signature cards for 2006.
3/15/06-5	4/01/06	Jean	3/16	Advise the Honorarium we gave Dr Tytula for the last tutorial on Risk in '03 or '04 3/16 – We paid \$1500.
3/15/06-6	April BoD Meeting	John		Determine the availability, cost and resources of some more Southside locations including: TCC (POC=Mike Plumb), ODU (POC=Becky), and NGMS conference room in Virginia Beach (POC=your office manager). <ul style="list-style-type: none"> <li><i>From John 4/18/06 - I consider my action item completed to find meeting places on the Southside. I provided information on several locations, including the NG VB office. Becky has the action to investigate ODU, and Mike has the action to investigate other locations.</i></li> </ul>
3/15/06-7	April BoD Meeting	Andy & Chris		Look in to bring Hockberger down to NGNN area to give his 8 hour SE Class, developed for SNAME. This could be joint meeting with SNAME in the fall or in early 2007.
3/15/06-8	April BoD Meeting	Andy		Develop a policy for Travel Expense Honorarium and Gifts for speakers, and instructors, for review and approval by the BoD.
3/15/06-9	April BoD Meeting	Andy		Develop a checklist for dinner and luncheon meetings so we don't forget things, for review and approval by the BoD.
3/15/06-10	April BoD Meeting	Andy & Christy		Resurrect or develop a simple procedures page that is password protect. The procedures page will provide links to all our checklists, WBS, Ops Mnls, lesson's learned, etc. <ul style="list-style-type: none"> <li><i>3/21/06- Andy provides a list of changes to Christy to clean up the Administrative section of the web page.</i></li> <li><i>4/20/06 – Changes not complete yet.</i></li> </ul>
3/15/06-11	April BoD Meeting	Andy & Bill		Develop a draft of a By-Laws change to rewrite Article XIV to include: SE of the Year should be nominated for the PEC EOY Award
3/15/06-12	June BoD Meeting	Dan, Andy & Christy		Develop a Chapter Document Revision Schedule that reflects new officers, INCOSE procedures, and laws changes.

**6. New Business for discussion**

New Business	Discussion & Decision
1. INCOSE IW Mtg Debreif	John Clark to give a debriefing of the IW in Arizona. BoD noted that John wrote an article for the newsletter on the subject.
2. Awards	<i>Differed discussion of the motion until Chis Orlowski can participate in a</i>

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New Business	Discussion & Decision
<p style="text-align: center;"><b>Committee</b></p>	<p><i>discussion. However, Bill Olson made the motion "The HRA-INCOSE By-Laws should be changed so that the SE of the Year should be nominated for the PEC EOY Award". See Action Item 11</i></p> <p>Motion: To establish a Chapter Awards Committee</p> <p>"The BoD shall establish a Awards Committee chaired by the Vice President, with members selected from the BoD. The purpose of the committee shall be to determine what chapter awards to should be established under Article XIV of the Chapter ByLaws. The committee shall also prepare all documentation required to support nomination of chapter members for INCOSE awards such as the "Pioneer", "Founder", "Fellow" and "Outstanding Service", and PEC Engineer of the Year, PEC Doug Ensor Young Engineer of the Year, and any southside engineering award. The committee shall also work with members to determine what support the chapter can provide to help them qualify for recognition of their service and contributions. Support can be either financial or career development opportunities."</p> <p><i>See various awards criteria in the attachments starting on Page 6</i></p>
<p><b>3. Chapter Logo</b></p>	<p>Choose a new chapter logo based on the requirements and the concept designs. The final design may not reflect any of the ideas in the attachment.</p> <p><i>See various logo requirements, ideas and samples starting on Page 8.</i></p>
<p><b>4. Promotional Items</b></p>	<p>INCOSE has several FREE promotional items from brochures to Luggage Tags, that we can order from their web site, to use to recruit new members. Should we order a dozen?</p> <p><i>See the web page, and some samples starting on Page 13.</i></p> <p><a href="https://secure.sbims.com/incose/incose_promo_order.asp">https://secure.sbims.com/incose/incose_promo_order.asp</a></p>
<p><b>5. Funding Travel to attend INCOSE 2006</b></p>	<p>The BoD has receive two requests for funding to pay travel expenses to attend the 2006 INCOSE Symposium in Orlando FL. The BoD has funded other members to attend workshops and the annual symposium. Both requestor's have legitimate chapter or INCOSE business to conduct at the symposium. The BoD must respond.</p> <ul style="list-style-type: none"> <li>• Kevin Topp – Past President to receive our Gold Chapter Award</li> <li>• John Clark – DaL Training to give a class. BOD approved \$1000 for travel at the March BoD Meeting.</li> </ul>
<p><b>6. Announcement</b></p>	<p>We put a lot of faith in our email announcements, but statistics tell us that not everyone is reading the announcements. Should we consider a modification our communication plan, and if so what are some ideas?</p> <ul style="list-style-type: none"> <li>• Telephone Trees</li> <li>• Publish a 99% accurate calendar of events in January, so people can plan</li> <li>• Role the announcements into the newsletter and publish eight issues</li> <li>•</li> </ul> <p><i>See attachments starting on Page 10</i></p>

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## 7. Attachments

### ***Award Criteria – Peninsula Engineers Council Engineer of the Year***

**Guidelines in Evaluating Nominee Submittal for the PEC "Engineer of the Year" Award.**

Area	Top 1% (35-33)	Top 10% (32-25)	Above Average (24-18)	Average (17-1)	Not Described (0)	Score
<b>Technical</b>	<ul style="list-style-type: none"> <li>• National/Industrial Authority</li> <li>• Publications with National &amp; International Significance</li> <li>• Expanded Knowledge Base</li> <li>• Advanced State-of-the-Art</li> <li>• Many Honors &amp; Awards</li> <li>• Patents with National and International Significance</li> </ul>	<ul style="list-style-type: none"> <li>• Concealed New Systems</li> <li>• Major Productivity Enhancements</li> <li>• Widely Recognized Technical Authority</li> <li>• Some Honors &amp; Awards</li> <li>• Significant Patents</li> <li>• Widely Recognized Technical Authority</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent Standout Achievements</li> <li>• Known For Innovations</li> <li>• Developed Analytic/Design Tools</li> <li>• Numerous Publications</li> <li>• Numerous Patents</li> </ul>	<ul style="list-style-type: none"> <li>• Very Competent and Reliable</li> <li>• Published</li> <li>• Some Patents</li> </ul>	<ul style="list-style-type: none"> <li>• Average Technical Competence</li> </ul>	
<b>Leadership/ Management</b>	<ul style="list-style-type: none"> <li>• National/Industrial Leader</li> <li>• Led One or More Major National Programs</li> <li>• President of University</li> <li>• Dean of College</li> <li>• Led Formation of Science &amp; Technology Policy</li> <li>• Led National Committee or Board</li> </ul>	<ul style="list-style-type: none"> <li>• Industry Functional Leader</li> <li>• Major Program Manager</li> <li>• Department Chairman</li> <li>• Chief Engineer or Equivalent</li> <li>• Productivity Innovations</li> <li>• Commercialization Successes</li> <li>• Participated in Foundation of Science &amp; Technology Policy</li> <li>• Member of National Committee or Board</li> </ul>	<ul style="list-style-type: none"> <li>• Program Manager</li> <li>• Well Known for Cost Effective Management</li> <li>• Developed New Management Tool</li> <li>• Full Professor</li> </ul>	<ul style="list-style-type: none"> <li>• Project Manager Experience</li> <li>• Extensive Supervision</li> <li>• Associate Professor</li> </ul>	<ul style="list-style-type: none"> <li>• No leadership References</li> <li>• No management References</li> </ul>	
<b>Service to the Community</b> I.e. Civic or Service Organizations	<ul style="list-style-type: none"> <li>• Led National Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Led Regional Committee</li> <li>• Member of National Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Led Local Community Committee(s) or Board (s)</li> </ul>	<ul style="list-style-type: none"> <li>• Member of one or more local Committees/Boards</li> </ul>	<ul style="list-style-type: none"> <li>• No Service to the Community</li> </ul>	
<b>Service to the Profession</b>	<ul style="list-style-type: none"> <li>• Elected Member of your Society's in National or International Board, or Equivalent Position</li> <li>• Journal Editor or Equivalent</li> <li>• Honorary Fellow</li> </ul>	<ul style="list-style-type: none"> <li>• Member of National Committee, Section/Regional Chair, TC, or an Equivalent Position in National or International aspects of a Society</li> <li>• Associate Editor</li> <li>• Fellow</li> </ul>	<ul style="list-style-type: none"> <li>• Member of Section Council, Section Officer or the Equivalent Position in National or International Professional Society</li> <li>• Publishes &amp; Reviews Papers</li> </ul>	<ul style="list-style-type: none"> <li>• Member Attends Meetings of Professional Organizations</li> <li>• Publishes</li> <li>• Assists with meetings &amp; other Functions of the Professional Organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Infrequently attends professional organization meetings</li> <li>• A Passive Member</li> </ul>	

Peninsula Engineers Council, or <http://va-pec.org>

### ***Award Criteria - INCOSE Fellow Award***

INCOSE Fellows are individuals with significant verifiable contributions to the art and practice of Systems Engineering in industry, government or academia. This award recognizes practitioners from government and industry applying knowledge and contributing to the practice of systems engineering in designing and acquiring systems, researchers developing new knowledge, pushing the theory forward, and teachers disseminating knowledge and developing the next generation of successful systems engineers.

#### *Eligibility*

Candidates must have been INCOSE members for a minimum of 5 years. Under exceptional circumstances this can be waived by the Board of Directors.

#### *Criteria*

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- Fellow awards are based only upon significant verifiable contributions to the art and practice of Systems Engineering and only upon evidence of same provided in written form to the Fellows Select Committee provided by their nominators. It is recognized that systems engineers come from different domains, e.g.: industry, government and educational organizations. They also are engaged in different areas of practice, e.g.: research, application and teaching. And in some cases national security or company policy inhibit accessibility of supporting materials. Therefore, varied verifiable evidence of contributions to the state of the art and practice are expected to be submitted.
- Nominators should identify their candidates primary strength as that of either a practitioner (applies knowledge), or a researcher (develops new knowledge) or a teacher. For a practitioner, the criteria are satisfied by providing evidence about programs that he/she has personally led and/or advanced by means of significant application of the Systems Engineering art. This evidence should be supported by publications - ideally in refereed journals or conferences where possible - or other suitable means. For a researcher, the criteria are satisfied by providing evidence about research personally conducted or advanced as a consequence of the researcher's effort. This evidence should be supported by patents, patent applications, books authored and those to which contributions have been made, and publications in refereed journals or conferences. For teachers, evidence is provided by advances made in the state of the art in systems engineering education such as new books, courses, curricula and refereed publications.
- Some nominators may wish to submit their candidates for consideration in more than one category. In this case evidence must be provided as above for every applicable area.

*Nomination Process*

- Each candidate will have a nominator other than him/her self.
- The nominator will provide a package to The Fellows Select Committee which will consist of the following:
  - a. Candidate identification and description
    - Name of Candidate
    - Age
    - Primary Contribution
    - Secondary Contributions (if applicable)
    - Educational Background
    - Professional History (Employer, Years of Employment, Duties, Accomplishments)
    - Accomplishments vs. Fellows Criteria
  - b. Letters of Support, provided by the nominator and at least three others (form can be found on the [Fellows page](#)). Ideally all of these should be Fellows of INCOSE or related professional societies, and should state so if this is the case. These letters are limited to two typewritten pages, and should provide:
    - Name of Nominator/Supporter
    - Brief Educational and Professional background of Nominator/Supporter
    - Professional Society Memberships and position if any in these, such as Fellow
    - Basis of knowledge about the candidate
    - Evaluation of the candidate vs. the criteria
    - Rating of the candidate as an INCOSE Fellow on a scale of 1 (low) to 10 (high)
- 3. Those writing letters of support should have the candidates CV available to them, but all letters of support should be independently written.

*Recognition*

The Fellow Awards will be presented at the annual INCOSE Symposium with a reading of the citation and presentation of an appropriate memento of recognition.

Reference: [INCOSE Policy REC-101](#): Fellows Award - January 26, 1998

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*Andy's Cell 329-4819*

***New Chapter Logo - Requirements and Decision Matrix***

Requirement by author	Scoring Criteria	Weight	Fontaine		Podolsky		Schuster			
			Score	Total	Score	Total	Score	Total	Score	Total
<b><i>Orlowski &amp; Moses</i></b>										
Keep the Boat	Y/N									
<b><i>Schuster</i></b>										
Reproducible on letter heads, slides and a 11x 17 poster	Y/N									
Reproducible on a white or black background	Y/N									
Reproducible when embroidered on a shirt light	Y/N									
Identify chapter	Y/N									
Include INCOSE Globe and name	Y/N									
Identify chapter web site	Y/N									

***New Chapter Logo - Ideas***

Fontaine – See example below

Moses – What if we make the INCOSE 'globe and INCOSE name' sort of like a fog either in the background behind the bridge or large like a water mark. or maybe make the flag on the boat larger and put the 'globe' on the flag?? Unfortunately, I really like our HRA logo and vote to retain it as much as possible. Globe in background as a ghost image (transparency) with the bridge and boat in foreground

Orlowski - Don't lose the boat! Speaking as Naval Architect who got religion and is now a Systems Engineer working in the Shipbuilding Industry....I love the "Boat".

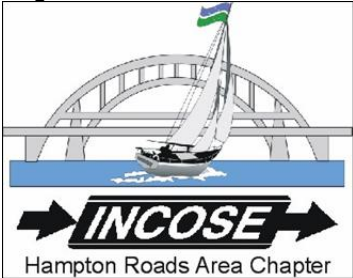


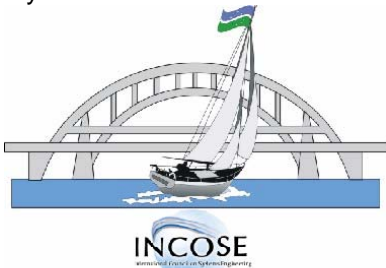

Podolsky - Dan's suggestion with HRA Chapter in a font equal to INCOSE

Podolsky – see example below

Schuster – see example below

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***New Chapter Logo - Sample***

<p>Existing HRA-Logo</p> 	<p>INCOSE official Logo</p> 
<p>Dan's</p> 	<p>Andy's</p> 
<p>Mikes's</p> 	

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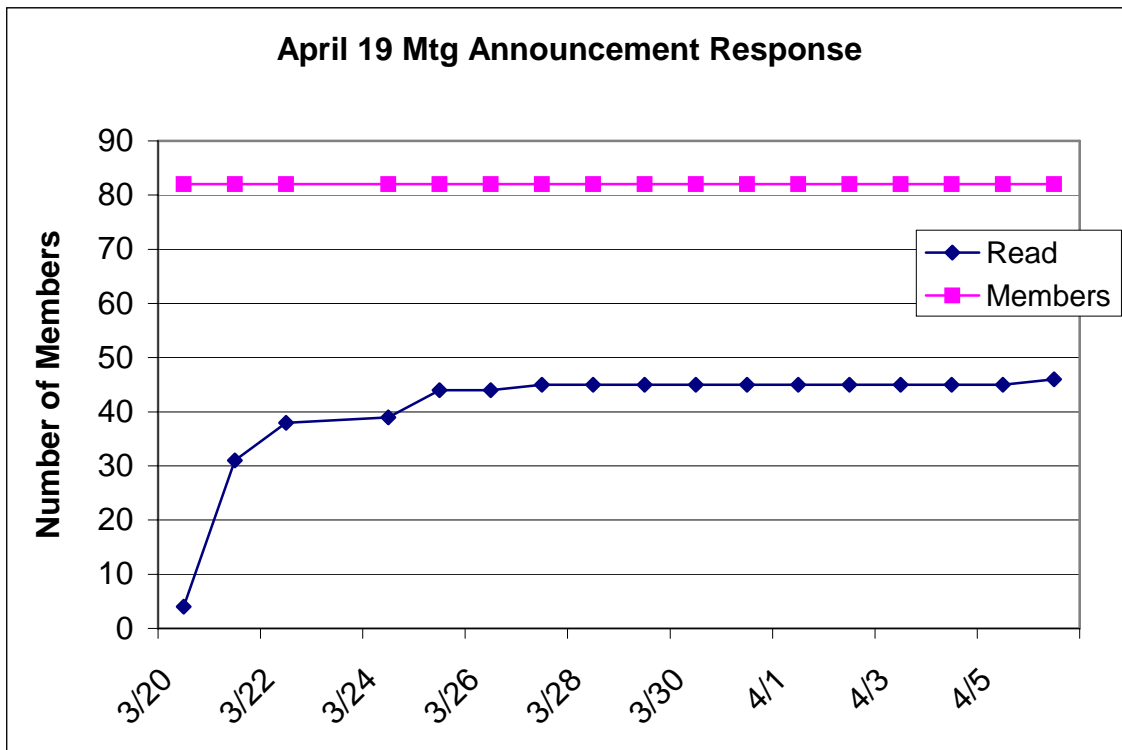
**Newsletter Readership**

**Readship for the HRA-INCOSE newsletter announcement EMAIL**

The meeting announcement was sent out at 11:09 PM on 3/20/06

	Read	Members	No of Reads
20-Mar	4	82	4
21-Mar	31	82	27
22-Mar	38	82	7
24-Mar	39	82	1
25-Mar	44	82	5
26-Mar	44	82	
27-Mar	45	82	1
28-Mar	45	82	
29-Mar	45	82	
30-Mar	45	82	
31-Mar	45	82	
1-Apr	45	82	
2-Apr	45	82	
3-Apr	45	82	
4-Apr	45	82	
5-Apr	45	82	
6-Apr	46	82	1

The meeting announcement was sent out at 11:09 PM on 3/20/06



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## Lapsed Membership Survey Report

*International Council on Systems Engineering*  
**Hampton Road Area Chapter, [www.hra-incose.org](http://www.hra-incose.org).**

By Ms Kelly Moses, Director at Large – Membership

**April 13, 2006**

### Responses to Past Membership Survey

1. **How long had you been a member of INCOSÉ?**
  - a. Two years (and thought I still was a member).
  - b. Less than one year
  - c. Three years
  - d. 2 years
  - e. 6 months
  - f. 2 years
2. **Did you participate in any of the chapter-sponsored events?**
  - a. Yes, if you are referring to meetings.
  - b. No, due to location
  - c. Yes
  - d. Yes
3. **If you answered “yes” to #1, please list those events attended:**
  - a. Meetings.
  - b. Systems Engineering Seminar 2003
  - c. Several Monthly Dinner meetings
4. **What benefits did you expect from your membership that you did not receive?**
  - a. Useful information on how to apply SE principles at work, training in SE — stuff like that. All the meetings were about “How do we grow the chapter?” That’s backward thinking (and ironically, not good Systems Engineering). Also, the national organization’s certification program is too “cliquish” (unless you meet X, Y, and Z criteria, you can’t be in our club). The criteria are designed to *exclude*, not include. That’s a bad way to grow an organization, and growth seems to be their main concern. Further, by setting artificial criteria as prerequisites for certification, they would have excluded the founders of the SE discipline from being certified!
  - b. I really don’t know what I was expecting. I joined as a student and continued for a year after that. Attending meetings was inconvenient (I live on the south side)
  - c. I received all the benefits I expected
  - d. Benefits met expectations
5. **Were any of the following meeting/event attributes inconvenient:**
  - a. **Location:**
    - i. Why not the VASCIC after work, since most members are from NGNN and those that are not can get to it easily (just off I-664)?
    - ii. Living and working on the South Side (Virginia Beach) made it difficult to attend functions during the work week

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*International Council on Systems Engineering*  
**Hampton Road Area Chapter, [www.hra-incose.org](http://www.hra-incose.org).**

By Ms Kelly Moses, Director at Large – Membership

**April 13, 2006**

- iii. The location was inconvenient because I was living in Virginia Beach and going to school in Norfolk. I could not make it to the Peninsula often
  - iv. It is a long drive from Va Beach to Hampton during rush hour to attend meetings
  - b. **Day of week:**
    - i. No
    - ii. Work, school and family commitments made it difficult to attend functions after work during the work week.
  - c. **Time:**
    - i. It should be closer to the end of the workday. As it stands, I either would have to work late or else go home and then go out again to attend the meetings. That's inconvenient.
    - ii. Same as above (ii)
6. **Why did you let your membership lapse? Was it something that we can correct?**
- a. This is the strangest part of all. I didn't know my membership *had* lapsed. I sent in the renewal card with a check and never heard anything more (like "last chance to renew" or something like that). I didn't check my account to see if the check had cleared (but will do that this evening). What's more, I *kept getting the magazines and mailers!* At the meetings I attended, others mentioned that renewal cards were no longer being sent out (part of an ill-conceived money-saving effort — again, BAD Systems Engineering).
  - b. Systems Engineering is concerned with improving processes, yet INCOSE itself is very poorly run. Seriously — this is the *first I've heard* about a lapsed membership! That's not a reflection on the local chapter, but on the international organization, which seems to have no direction other than a vague idea that it needs to grow (and then does things like its "certification program" that seems specifically designed to stifle growth). Also, the INCOSE magazine is unreadable. Honestly — have you ever read through one of those things? Really?
  - c. Finally, your form letter needs to be redesigned. It was made to look good, but not to be used. When answers were typed in, the formatting went crazy. Again, applying SE (process improvement) would have helped.
  - d. The organization is great; I had to save money to take care of other expenses
  - e. I am less involved in systems engineering now. In my current position as program manger, I used my systems engineering background to help me understand the programs I managed and stay abreast of the interactions of various program aspects (More management, less engineering)
  - f. I decided not to renew with INCOSE because I was not happy with the direction things were taking at the National level. My decision was not due to anything directly related to the HRA Chapter
  - g. AS I was unable to attend most chapter functions, I felt I was not getting much value from my membership. Incorporating functions on the Southside on the weekend would make events more accessible. Events similar to Systems Engineering Seminar 2003 are of tremendous value.
  - h. Didn't mean for membership to lapse. Will have to correct that. Change my email address to xxx.

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Promotional Items - Luggage Tags, brochures, bookmarks etc.



Promotional Items  
for Chapter  
Membership  
Recruitment



Looking for small INCOSE items to give away to members, meeting attendees, or prospective members? INCOSE is now offering the following:  
Luggage tags, Bookmarks, Pens, Folders, and Brochures.

These items are free to the Chapters! Please use the order form below.

1. Promotion Items

Item Quantity

Bookmarks:

[View Image of Bookmark](#)

Luggage Tags:

[View Image of Luggage Tags](#)

Pens:

INCOSE Folders:

Folders are 9" x 12" with one inside pocket. [View image.](#)

INCOSE Brochures

Tri-fold brochure. [View image.](#)

Date items needed?

(Advance notice required to allow for processing and shipping)

Chapter:




2. Shipping Information

3. Special Instruction

Special Instruction (255 Characters Max.):

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[Return to INCOSE Membership Page](#)

 <p style="font-size: 2em; margin: 0;"><b>INCOSE</b></p> <p style="margin: 0;">International Council on Systems Engineering</p>	<h2 style="margin: 0;">Promotional Items for Chapter Membership Recruitment</h2>
<b>Bookmark</b>	<b>Luggage Tag</b>
<div style="text-align: center; margin-bottom: 10px;"> <span style="font-size: 0.8em;">(front)</span>    <span style="font-size: 0.8em;">(back)</span> </div>  <p><b>INCOSE</b> International Council on Systems Engineering</p> <p><b>The International Council on Systems Engineering</b> is a professional society for systems engineers founded to develop and disseminate the interdisciplinary principles and practices that enable the realization of successful systems.</p> <p>Since its inception in 1990, INCOSE has grown to over 5,000 members, 53 chartered chapters, and more than 50 Corporate Advisory Board organizations from industry, government, and academia worldwide.</p> <p>Find a systems engineer in your region by calling or writing our office:</p> <p style="margin-left: 20px;">2150 N 107th, Ste. 205 Seattle WA 98133 800-366-1164 (US &amp; CANADA) 1-206-361-6607</p> <p>Learn more about INCOSE and systems engineering by visiting our website: <a href="http://www.incose.org">www.incose.org</a></p> <p style="text-align: right;"><b>Systems Engineering: Turning Complexity into Competitive Advantage</b></p> <p>INCOSE was formed with YOU in mind. We have products to help you with:</p> <p><b>Requirements Engineering</b></p> <ul style="list-style-type: none"> <li>Risk and Opportunity Management</li> <li>Baseline Control</li> <li>Technical Planning</li> <li>Technical Effort Assessment</li> <li>Systems Architecture</li> <li>Design Development</li> <li>Verification and Validation</li> <li>Process Definition</li> <li>Tool Support</li> <li>Systems Integration</li> <li>Specialty Integration</li> </ul> <p>Even if your company doesn't have a systems engineering department, gaining a better understanding of the systems engineering approach can benefit you, your career, and your company!</p> <p style="text-align: right;"><a href="mailto:info@incose.org">info@incose.org</a></p>	 <p style="text-align: center; font-size: 1.5em; margin: 0;"><b>INCOSE</b></p> <p style="text-align: center; font-size: 0.8em;">International Council on Systems Engineering</p> <p style="text-align: center;"><a href="http://www.INCOSE.org">www.INCOSE.org</a></p> <p style="text-align: center; font-size: 1.2em; margin: 20px 0;"><b>BUSINESS CARD</b></p>

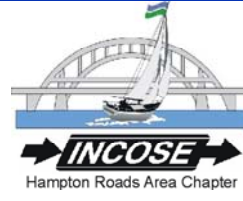
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**June 14<sup>th</sup> Mtg Flyer – Draft rev. 2.3**

**The Hampton Roads Chapters of INCOSE & SOLE Present**



**Human Systems**  
**Integration**  
**Manning**  
**Reduction on Ships**



*Mr. David B. Osborn and Mr. Jerry Provost*  
*of Northrop Grumman Mission Systems*  
**Gus & George Steakhouse**  
**June 14, 2006 5:00pm-8:00pm**  
 4312 Virginia Beach Blvd.  
 Virginia Beach

**Menu Choices**  
 Chicken - \$xx  
 Steak - \$xx  
 Spaghetti \$yy  
Prices include tea, coffee desert and tax & tip

**Driving Directions**  
 I-264 to Virginia Beach  
 Exit Independence Blvd North  
 Right on Virginia Beach Blvd  
 U-Turn at Thalie Rd, and enter the parking lot on left

**5:00-6:00 Social and cash bar, 6:00-7:00 Dinner (ala carte) 7:15-8:00 Presentation**

Make a Reservation by contacting Andy Schuster by June 12, Noon  
 757-380-3411, Andy.Schuster@ngc.com

**INCOSE & SOLE**  
**June 14th Dinner Meeting**

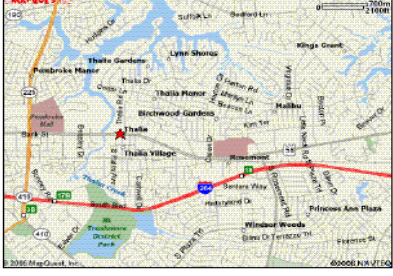
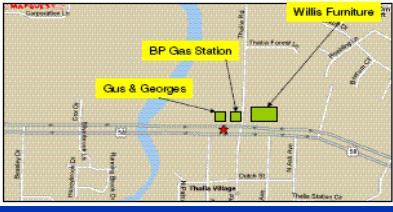
**Detailed Directions**

**FROM PENINSULA, NORFOLK, CHESAPEAKE**

- Take I-64 East to I 264 East
- Exit I-264 at Independence Blvd (North) to Virginia Beach Blvd
- Turn right onto Virginia Beach Blvd, proceed to intersection (traffic light) at Virginia Beach Blvd and Thalia Road.
- Turn left at light, making U-Turn, and into parking lot of Gus & Georges

**FROM VIRGINIA BEACH AREAS EAST OF ROSEMONT ROAD**

- Exit I-264 at Rosemont Road (North) to Virginia Beach Blvd.
- Turn left on Virginia Beach Blvd and proceed to intersection (traffic light) at Virginia Beach Blvd and Thalia Road.
- Proceed through intersection and turn right into parking lot of Gus & Georges

**5:00-6:00 Social and cash bar, 6:00-7:00 Dinner (ala carte) 7:15-8:00 Presentation**

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