

# IEEE BUENAVENTURA SECTION

I had the distinct pleasure of presenting **Engineer of the Year** award to our own **Nathalie Gosset** and **Project of the Year** award to **Vishal Saxena of ITT** at the National Engineering Week dinner in late February. You can find photos of Nathalie, Vishal, and all the award recipients in the pages that follow.



We have some great speaker events this month. Our events are free and open to the public, and generally have dinner available.

- Mar 11<sup>th</sup>: **Computer / Communications**, Software as a Service: Business Value and IT Impacts
- Mar 18<sup>th</sup>: **MTTS/Life Member**, Major Historical Breakthroughs that Enabled the Electronic Age
- Mar 25<sup>th</sup>: **EMBS**, Magic Bullets and Magic Shields: Monoclonal Antibodies and Biomarkers

Some of our allied organizations are holding meetings of interest as well in March:

- Mar 16-20: **Pan-American Health Care Exchange** is taking place in Mexico City
- Mar 28: The San Fernando Section has a workshop on **SBIR Commercialization**

There are a handful of Section or Region activities this month as well:

- Mar 20-21: R6 Region **Operating Committee** meeting
- Mar 23<sup>th</sup>: Monthly Section **Operating Committee** meeting

*Steve Johnson, 2009 Section Chair*

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# IEEE Buenaventura Section Computer Society Chapter Communications Society



## Software as a Service (SaaS) – Business Value and IT Impact

Kim Terry, Terrosa Technologies

Wednesday March 11 at CLU

*Note Date and Location Change*

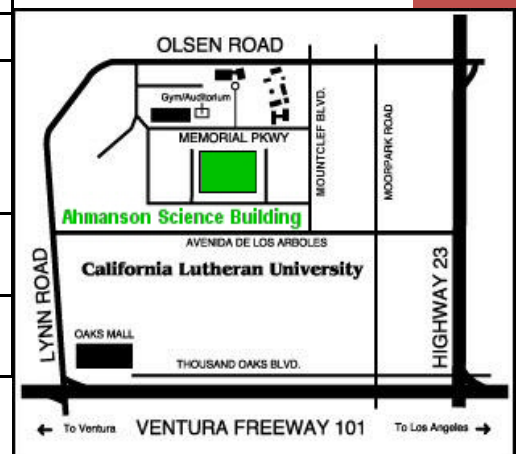
Come hear Kim Terry, Terrosa Technologies, discuss the efficiencies and IT impacts of Software as a Service (SaaS). Kim's talk surveys and defines SaaS vendors, the market place, what's accelerating SaaS deployments, and effects on IT infrastructure & data communications.

Kim Terry is Founder and CEO of Terrosa Technologies. Terrosa provides Software as a Service (SaaS) Creation Services for software providers, SaaS Transition Services for organizations, and CloudForm Services Infrastructure Platforms and Data Integration. Terrosa's technologies lower cost of operations and speed deployment of existing and new applications onto cloud computing environments. The company's core technologies enable the move from in-house to Internet-based applications using virtualization, data movement controls, and custom.

Prior to founding Terrosa Technologies, Kim was VP and CIO at 3n Global, a mass notification services provider. Prior to 3n, he was Director of IT at Jafra Cosmetics and an IT executive at Transamerica. He also co-founded a consulting firm that sold, integrated, and supported technology used for field office and mobile data communications.

Computer and Communications Societies

<b>Meeting Site:</b>	<b>California Lutheran University, 100 Ahmanson Science Building, 60 West Olson Road, Thousand Oaks</b> <b>Meetings are free, open to the public</b>
<b>Dinner:</b>	Pizza and soft drinks available at 6 p.m., \$5 Kim Terry at 7 p.m.
<b>Parking (Changed):</b>	<b>Visitor Parking is no longer permitted before 7 p.m. on Memorial Pkwy and adjacent street. Please Park in "G" lots or stop at the CLU Welcome Center for an on-street parking permit.</b> Map at <a href="http://www.callutheran.edu/about/campuses.php">http://www.callutheran.edu/about/campuses.php</a>
<b>Computer Contact:</b>	Craig Reinhart, <a href="mailto:reinhart@clunet.edu">reinhart@clunet.edu</a> or Karl Geiger, <a href="mailto:kgeiger@computer.org">kgeiger@computer.org</a>
<b>ComSoc Contact:</b>	RSVP requested only if you plan to attend: Victor S. Lin, <a href="mailto:victor.s.lin@aero.org">victor.s.lin@aero.org</a>





## Major Historical Breakthroughs that Enabled the Electronic Age

Dr. Derek Cheung

Director of Institute for Technology Advancement at UCLA



### Wednesday, March 18, 2009 at Ciao Wireless, Camarillo

Probably the most profound technical achievement in the history of human beings is the taming of electrons. In today's world, we are making zillions of electrons running tirelessly in tiny chips to do all the essential work for us, and sending trillions of messages through electro-magnetic waves to communicate with each other. Our mastering of the invisible electron and its derivatives are nothing short of miraculous. An interesting question is: how do we get here? The bulk of the progress took place only in the last two hundred years. There were major breakthroughs in scientific knowledge, inter-twined with new technologies/industries that served and drove our insatiable innate needs. It was fascinating to study this history, and see the subtle causes and consequences.

### Derek Cheung

Dr. Derek Cheung is the founding Director of Institute for Technology Advancement (ITA) at UCLA, also an Adjunct Professor at UCLA's School of Engineering. The mission of ITA is to accelerate the technology transition process from UCLA's vast portfolio of discovery research projects to industry for economic impact. Prior to joining UCLA, Dr. Cheung was president of Teledyne Scientific and Imaging. He was also the former President and CEO of Rockwell Scientific Company.

Dr. Cheung spent most of his career at Rockwell Scientific/Rockwell Science Center, from his initial technical effort in developing infrared focal plane arrays until becoming President and CEO. Through his 30 years of service, he led the transformation of the Rockwell Science Center from a traditional corporate research and development lab into a stand alone, for-profit high-tech enterprise, Rockwell Scientific Company (RSC). His leadership at RSC resulted in the transition of numerous high-value technologies to various Rockwell business units, including aerospace-defense, communication systems, semiconductor, industrial automation, and automobile components. He was also instrumental in the spin-out of three new companies with venture capital.

Dr. Cheung has a B.S. in Electrical Engineering from Purdue University, and MS/PhD in Electrical Engineering from Stanford University

### Ciao Wireless

4000 Via Pescador, Camarillo.

Pizza and networking at 6:30 Talk at 7:00

Directions at <http://www.ciaowireless.com/directions.shtml>

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#### From Los Angeles:

- Take the I-405N.
- Take the US-101/VENTURA FWY North
- Take the SANTA ROSA RD exit towards PLEASANT VALLEY RD.
- Turn RIGHT onto SANTA ROSA RD.

#### From Santa Barbara:

- Take the US-101S/VENTURA FWY towards LOS ANGELES.
- Take the PLEASANT VALLEY RD exit towards SANTA ROSA RD.
- Turn LEFT onto PLEASANT VALLEY RD.  
PLEASANT VALLEY RD becomes SANTA ROSA RD.

- Turn LEFT onto ADOLFO RD.
- Turn LEFT onto AVENIDA ACASO.
- Turn LEFT onto VIA PESCADOR.



# Magic Bullets and Magic Shields

Carol W. Johnson, Amgen

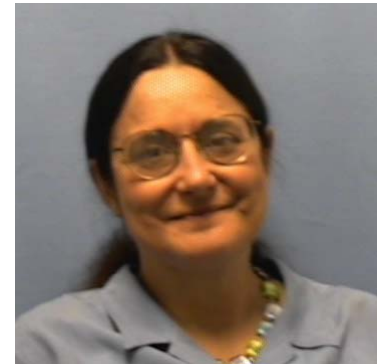
Wednesday, March 25, 2009 7 PM

CLU - Richter Hall, Ahmanson Science Building



Medicine has long sought for the "Magic Bullet" - the technology that selectively kills diseased cells, and leaves healthy ones alone. Monoclonal antibodies and molecular genetics are perhaps the best examples of such magic bullets, but research in the last decade or so has shown that even these don't always work - that individuals have variations that make them susceptible, or not, to these therapies. Biomarkers are now investigated as a means to determine which individuals will benefit from the therapies.

## Carol Johnson, DVM, PhD Dipl. ACVP Amgen



Dr. Johnson's work has touched on every major application area for monoclonal antibodies and has worked extensively with biomarkers. Dr. Johnson specializes in solving exotic and challenging problems in the pharmaceutical and biotech industries.

Dr. Johnson has worked at National Institutes of Health, Cetus Corporation, Genentech, Monsanto, Pharmacia/Upjohn, and Amgen. As a board-certified veterinary pathologist, Dr. Johnson has represented numerous Investigative New Drug applications to the Food and Drug Administration, and has investigated the toxicology of such familiar products as Round-Up (herbicide) and Equal (artificial sweetener).

Carol's DVM and PhD are from the Ohio State University. She is an author on over one hundred scientific articles, abstracts, and posters.

**Meeting Site:** California Lutheran University, 100 Ahmanson Science Building, 60 West Olson Road, Thousand Oaks  
Meetings are free, open to the public

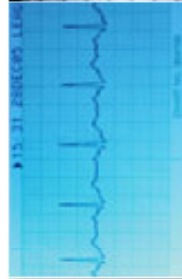
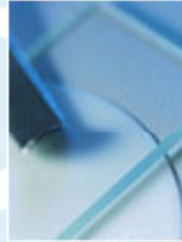
**Dinner:** Available at 6 p.m. for \$10 payable at the door, no RSVP needed.

**Parking (Changed):** Download your on-street parking pass by visiting the EMBS web site, [www.bv-embs-chapter.com](http://www.bv-embs-chapter.com)

**Contact:** Mike Shaw, [mcshaw@clunet.edu](mailto:mcshaw@clunet.edu)

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## PAHCE 2009 - Mexico City, Mexico, March 16-20, 2009

March 16-20, 2009

Mexico City, Mexico

hosted by INR

pahceadm@acsup.org



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## Pan American Health Care Exchanges (PAHCE) Conference, workshops, and exhibits Cooperation/Linkages

ISBN 970-94677-0-0(2006), ISBN 970-94677-2-7 (2007),  
ISBN 978-1-60585-006-1 (2008), ISBN (2009) (to be provided)  
AMA PRA Category 1 Credit(s)<sup>TM</sup>; CMA Certification in CME (check for details)

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Medical Information Technologies  
Medicine (patient care)*

Session's chairs with a substantial number of papers will become the members of the **International Professional Board**.

Proposals to organize the sessions (with English or Spanish as an official language) should be submitted as soon as possible.

# SBIR Commercialization Redux: Ready – or not – for Prime Time?

**By Dr. Dennis Wonica  
LaserLight Networks, Inc.**

Sponsored by IEEE San Fernando Section

**Date:** Saturday, March 28, 2009

**Place:** Jacaranda Hall Conference Room 4440  
College of Engineering and Computer Science  
California State University, Northridge  
18111 Nordhoff Street, Northridge, CA 91330

**RSVP:** By March 13 to Elvis Merida, [emerida@ieee.org](mailto:emerida@ieee.org)

**Info:** Dr. Joe Boisvert, [JBoisvert@spectrolab.com](mailto:JBoisvert@spectrolab.com)

**Fee (lunch included):**

\$25/IEEE Members

\$35/Non-members

\$10/Student Members

**Program**

- 09:00 – Overview of Phase 1 + Phase 2 + Phase 3
- 09:15 – Phase 1 + Phase 2
- 10:15 – Question Session
- 10:30 – Break
- 10:45 – Phase 3
- 12:15 – Question Session
- 12:30 – Summary and Lunch
- 13:00 – Workshop Ends

# SBIR Commercialization Redux: Ready – or not – for Prime Time?

## Dr. Dennis Wonica LaserLight Networks, Inc.

### Speaker Bio

Dr. Dennis Wonica wrote SBIR solicitation statements as a SETA for such DOD agencies as USAF/Phillips Lab and USA/WSMR, evaluated and down selected SBIR proposals for JPL, served as an SBIR contract monitor, wrote winning SBIR proposals, and received SBIR contracts for his own small business.

His experience includes 25+ years in advanced technology development working for large prime contractors, as consultant, for an FCRDC, but mostly as an entrepreneur. Currently he provides executive management services to high technology small firms and start-ups in strategy, marketing, and new product development. He practices in Southern California.



### Background

Congress identified **SBIR Commercialization** as a problem area, wanting to see more return on its investment. It specifically urged the Department of Defense (DOD) and other agencies to help small firms make the transition from Phase 2 to an ability to commercialize, that is, “insert” technology into an agency acquisition program or into the public marketplace. **The majority of SBIR winners do not cross over the barrier to Phase 3— commercialization.** This transition is difficult because it requires a small firm to evolve quickly from a narrow focus on R&D to a much broader understanding of agency systems and missions.

Last year, the House of Representatives called for **SBIR Phase 1 & 2 awards to triple** while the Senate proposed more modest increases. By month end September 2008 the financial crisis put the program on autopilot, without resolution until March 2009. Separately, a new provision in the Small Business Investment Expansion Act might include Venture Capitalists in the program by changing the definition of small business. For the high tech entrepreneur to-be, should you consider the SBIR Program? If you looked at the Program before but had trouble commercializing, you might (re)consider the SBIR Program as a funding source for your new product development. In light of the proposed increases and coupled with the existing financial crisis, do these potential changes represent any opportunity for you?

### Workshop

As a high tech entrepreneur considering the SBIR Program, you must decide if it provides value. The Workshop focuses on the version of the SBIR Program from the DOD, the world’s largest procurement agency. It does not address items found at mundane SBIR workshops, such as: “how to write proposals,” “learning how to tap into funding,” “critiques of proposals,” overviews, or case studies. Instead, it will **guide your decision making from pre-Phase 1 through potential commercialization from a purely business viewpoint.**

From the customer side, it provides to you an insider’s treatment of agency topic selection, agency programs, award selection, and small business treatment. For the start-up or small business at Phase 1, it provides a model to use for your business case, considering the three most fundamental parts: product, marketing, and resources. For commercialization considerations, it specifically identifies, and suggests ways to overcome, barriers in Phase 3: your strategy, the maturity level of your technology, your product’s producibility, testing and evaluation by the customer, alliances, and finances beyond Phase 2.

# 2009 Buena Ventura Section IEEE Officers

*We welcome your involvement – We have several positions open!*

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# 2008 Engineering Week



IEEE Engineer of the Year Nathalie Gosset



IEEE Project of the Year received by Vishal Saxena of ITT



Scholarship Recipients

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