Welcome to the Buenaventura IEEE Section for November, 2009
After a busy October, we have two great events for you before Thanksgiving.

Most of our events are free and open to the public, and often have dinner available. All of these events are posted on the Section calendar, available on our site.

This month continues our job-hunting series from October, at California Lutheran University. The panel discussion is co-sponsored by CLU, the Engineering in Medicine & Biology Society and Computer Society chapters, and the Life Member Affinity Group. In addition to our hosts, panelists include engineers and recruiters from industry, and seniors and recent graduates who have successfully made transitions to academia and industry.

MTTS has a great talk lined up, by Reid Wender – VP, Marketing Triad Semiconductor, Inc. If you're interested in the processor core that enables the iPhone and Droid phones to work so phenomenally, please check it out!

Nov 11  EMBS  Landing Your First Job - Panel Discussion. Dinner / Networking at 6 p.m., panel discussion at 7 p.m.

Nov 18  MTTS  The Path to Quick & Inexpensive True Mixed-Signal Design Incorporating ARM Cortex Cores & 1 Million ASIC Gates. 6:30 P.M. Pizza and networking; 7:00 P.M. Presentation

Our Section's annual dinner / panel event, Frontiers in Digital Entertainment, took place on October 14th. Thanks to our speakers, our emcee Karl Geiger, and the volunteers who helped put the event together, and congratulations to Dr. Jonathan Lasch, to whom we presented an award for Outstanding Corporate Service to IEEE for 2009.

Steve Johnson, 2009 Section Chair
A Panel / Audience Conversation on Landing Your First Job
*Beyond the Bachelors Degree*
CLU Panel Discussion on Landing Your First Job

Wednesday, November 11 2009 7 PM
CLU - Ahmanson Science Building

CLU is proud to host the first panel presentation on key issues pertinent to successfully landing your first job.

The panel discussion will feature present/former CLU Bioengineering students, as well as distinguished guests from the biomedical & pharmaceutical industry.

We wish to extend a special invitation to all those undergraduate students in the area seeking advice and guidance from seasoned professionals who have "earned their stripes."

And for those with priceless advice to give on what to do (and not do!) - please join us and share your experiences. This is your chance to make a difference in the emerging career of a young student!

Come with questions and come with input - we expect a stimulating round of discussion!

Michael Shaw, Ph.D.
California Lutheran University

This first-of-its-kind panel discussion will address issues pertinent to those students seeking their first job - whether Bachelors, Masters, or Doctorate.

Polishing your resume, networking, interviewing - everything is on the table!

In addition, audience members are specifically invited and welcomed to bring their own, questions or anecdotes.

We anticipate a lively round of discussion, and we look forward to seeing you there!

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 5 p.m. for $10 payable at the door,
no RSVP needed.

Parking (Changed):
In general, visitor Parking is no longer permitted before 7 p.m. on Memorial Pkwy and adjacent street. However, CLU Public Safety has provided us with parking passes to download and use.

Contact:
Mike Shaw, mcshaw@clunet.edu

Our Sponsors:
California Lutheran University, IEEE EMB Society, Alfred Mann Institute, MicroJoining Solutions, IEEE Buenaventura Section, Amgen Foundation
Date/Time: November 18th at Ciao Wireless
6:30 P.M. Pizza and networking
7:00 P.M. Presentation

Presentation:

The Path to Quick & Inexpensive True Mixed-Signal Design with Incorporation of ARM Cortex Cores & 1 Million ASIC Gates

Combining Analog & Digital Elements Onto a Structured ASIC for Improved SWaPR – Smaller Size, Less Weight, and Reduced Power (by 90%) and Risk

Triad Semi will review the steps in a typical structured ASIC design. From product concept, to block diagramming, to component selection trade-offs, routing design considerations, prototyping, proto testing and debug, and the options that the VCA technology with a single metal layer of interconnects offers to minimize program risks. Analysis of FPGA, Structured ASICs, and full custom ASICs options will be reviewed.
Presenter: Reid Wender – VP, Marketing Triad Semiconductor, Inc.

Reid Wender has been the Director of Application Engineering and now VP, Marketing for Triad Semiconductor since 2005. Prior to joining Triad, Reid was VP of Engineering for the Semiconductor Division at QuVIS, a leading digital cinema company. He has 20 years of ASIC design and project management experience at companies including Nextwave Silicon, ASIC International, Philips, and IBM. He holds a BSEE from the University of Tennessee.

Directions to Ciao Wireless 4000 Via Pescador Camarillo CA Phone: 805-389-3224

From LA and South:
Take the I-405N.
Take the US-101/VENTURA FWY North
Exit FLYNN RD and go straight.
Turn RIGHT onto VIA PESCADOR. (2nd Road on RIGHT)

From Santa Barbara and North:
Take the US-101S/VENTURA FWY towards LOS ANGELES.
Take the DAWSON DRIVE exit and turn RIGHT from the ramp.
Turn RIGHT at the light onto DAWSON DRIVE.
Turn LEFT at the light onto FLYNN ROAD.
Turn RIGHT onto VIA PESCADOR. (2nd Road on RIGHT)
Frontiers in Digital Entertainment

Dinner / Panel Discussion: The Leading Edge of Future Entertainment Technologies

Palm Garden Hotel
101 & Ventu Park Road, Newbury Park
Wednesday, October 14 6:30 – 9:30 pm
$75 in advance / $99 at the door
Advance Tickets Now Available
https://www.123signup.com/register?id=jvks

Walt Disney Animation Studios
Andy Hendrickson, CTO, Disney Feature Animation

Rhythm & Hues
Mark Brown, CTO, Rhythm & Hues

dts
Phil Maness, Director of Standards and Technical Development, DTS

arzoola
Nevielle Spiteri, CEO, arzoola

Sam Roberts
CONVERSE The Singularity

IEEE
Celebrating 125 Years of Engineering the Future
The Institute of Electrical and Electronics Engineers, Inc.
Is pleased to present its Award to the
Alfred Mann Institute - USC
Jonathan G. Lasch, Ph.D., Director
In Recognition and Appreciation of Your Valued Services and Contributions
Region 6 Southern Area Outstanding Corporate Service to the
Engineering Community Award for 2009
For his and the company's support to the IEEE members, the IEEE activities, and the IEEE educational vision

Russell K. Hunter
Southern Area Chair

Douglas R. Ackerman
Southern Area Director
The Buenaventura Section is one of the most active in the western United States, with over 100 speaker events in the last two years, and global recognition for our Chapters and Affinity Groups. We welcome your attendance and participation in Section events!

**EMBS:** Chapter of the Year 2006 and 2008

**LMAG:** Life Member Affinity Group of the Year 2009

### Buenaventura Section Chapters

**Aerospace Chapter** provides speaker events to members interested in the design, integration, test, and analysis of large, complex systems consisting of major subsystems that contain dissimilar electronic devices. Most of our members work on sensor systems (radar, sonar, optics, and navigation), communications systems, command and control centers, avionics, space systems, military systems, digital signal processing simulators, and software development. Some members work on robotics, energy, and transportation systems.

**Communication Society Chapter** a community comprised of a diverse group of industry professionals with a common interest in advancing all communications technologies.

**Computer Society Chapter** chapter’s vision is to be the leading provider of technical information, community services, and personalized services to the Ventura County’s computing professionals.

**Electronic Devices Circuits and Systems** chapter places its interest in all aspects of the physics, engineering, theory and phenomena of electron and ion devices as well as looks at the theory, the analysis, the design (computer aided design), the practical implementation of circuits, and the application of circuit theoretic techniques to systems and to signal processing.

**Engineering in Medicine and Biology Society** chapter serving the needs of biomedical engineers in Ventura County. Its leadership is striving to develop new ways to serve its members with modern information from remarkable speakers.

**Life Member Affinity Group** IEEE “Life” status is an automatic process which is based on an individual's membership record and age. The member must be at least 65 years of age and has been a member of IEEE or one of its predecessor societies such that the sum of age and years of membership equals or exceeds 100. The Buenaventura Section has the only Life Member Affinity Group in Southern California.

**Microwave Theory and Techniques Society** chapter promotes the theory and applications of RF, microwave, millimeter-wave, and Terahertz technologies.

**Robotics** chapter interested in both applied and theoretical issues in robotics and automation, including intelligent machines and systems used, for example, in space exploration, human services, or manufacturing, and the use of automated methods in factory, office, home, laboratory automation, transportation, and other systems to improve performance and productivity.
## 2009 Buenaventura Section IEEE Officers

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

<table>
<thead>
<tr>
<th>Section Office</th>
<th>Name</th>
<th>E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Steve Johnson</td>
<td><a href="mailto:sfjohnso@ieee.org">sfjohnso@ieee.org</a></td>
</tr>
<tr>
<td>Vice-Chair</td>
<td>Momin Quddus</td>
<td><a href="mailto:mominq7@yahoo.com">mominq7@yahoo.com</a></td>
</tr>
<tr>
<td>Treasurer</td>
<td>Zak Cohen</td>
<td><a href="mailto:zakc99@aol.com">zakc99@aol.com</a></td>
</tr>
<tr>
<td>Secretary</td>
<td>Jerry Knotts</td>
<td><a href="mailto:jeknotts@roadrunner.com">jeknotts@roadrunner.com</a></td>
</tr>
<tr>
<td>Award Officer</td>
<td>Doug Askegard</td>
<td><a href="mailto:dougaskegard@ieee.org">dougaskegard@ieee.org</a></td>
</tr>
<tr>
<td>Past Chair</td>
<td>Nathalie Gosset</td>
<td><a href="mailto:gosset@usc.edu">gosset@usc.edu</a></td>
</tr>
<tr>
<td>Sr. Representative, LA Council</td>
<td>Geoff Lenart</td>
<td><a href="mailto:glengator2004@yahoo.com">glengator2004@yahoo.com</a></td>
</tr>
<tr>
<td>Jr. Representative, LA Council</td>
<td>Albert Wolfkiel</td>
<td><a href="mailto:awolfkiel@ieee.org">awolfkiel@ieee.org</a></td>
</tr>
<tr>
<td>Section Webmasters</td>
<td>Alex Lancaster</td>
<td><a href="mailto:alexlancaster@ieee.org">alexlancaster@ieee.org</a></td>
</tr>
<tr>
<td></td>
<td>Steve Johnson</td>
<td><a href="mailto:sfjohnso@ieee.org">sfjohnso@ieee.org</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Chair</th>
<th>E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerospace</td>
<td>Sunil Pai</td>
<td><a href="mailto:paisunils@ieee.org">paisunils@ieee.org</a></td>
</tr>
<tr>
<td>ComSoc</td>
<td>Mihai Pucchi</td>
<td><a href="mailto:MPuchiu@ixiacom.com">MPuchiu@ixiacom.com</a></td>
</tr>
<tr>
<td>Computer</td>
<td>Craig Reinhart</td>
<td><a href="mailto:reinhart@callutheran.edu">reinhart@callutheran.edu</a></td>
</tr>
<tr>
<td>EDCAS</td>
<td>David Viveiros</td>
<td><a href="mailto:david.viveiros@ieee.org">david.viveiros@ieee.org</a></td>
</tr>
<tr>
<td>EMBS</td>
<td>Mike Shaw</td>
<td><a href="mailto:mcshaw@clunet.edu">mcshaw@clunet.edu</a></td>
</tr>
<tr>
<td>L MAG</td>
<td>Jerry Knotts</td>
<td><a href="mailto:jeknotts@roadrunner.com">jeknotts@roadrunner.com</a></td>
</tr>
<tr>
<td>MTTS</td>
<td>Chuck Seabury</td>
<td><a href="mailto:cseabury@pacbell.net">cseabury@pacbell.net</a></td>
</tr>
<tr>
<td>Robotics</td>
<td>Karl Meier</td>
<td><a href="mailto:karlmeier@ieee.org">karlmeier@ieee.org</a></td>
</tr>
</tbody>
</table>
This Monthly Newsletter is distributed electronically to 2200+ IEEE members and friends of IEEE and then posted on our website:

WWW.IEEE-BUENAVENTURA.ORG

If you need to reach individuals or companies with a technical background in Ventura County and beyond, this newsletter is an ideal vehicle. We can advertise your job openings, consulting services, or conferences and events.

Please contact Steve Johnson, sfjohnso@ieee.org

OUR MONTHLY RATES
$250 for a full page
$125 for ½ page
$62.50 for ¼ page
$20 for business card
# Our Sponsors

<table>
<thead>
<tr>
<th>Advanced Personal Profiles, Inc.</th>
<th>Alfred Mann Institute at University of Southern California</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amgen – Pioneering Science Delivers Vital Medicines</td>
<td>California Lutheran University</td>
</tr>
<tr>
<td>California State University Channel Islands</td>
<td>Ciao Wireless, Inc.</td>
</tr>
<tr>
<td>Institute for Electrical and Electronics Engineers</td>
<td>IEEE Communications Society</td>
</tr>
<tr>
<td>IEEE Engineering in Medicine and Biology Society</td>
<td>ITT – Engineered for Life</td>
</tr>
<tr>
<td>MicroJoining Solutions</td>
<td>IEEE Microwave Theory and Techniques Society</td>
</tr>
<tr>
<td>Skyworks – high performance analog and mixed signal semiconductors enabling mobile connectivity</td>
<td>Vitesse - Making Next-Generation Networks a Reality</td>
</tr>
<tr>
<td>Sheldon Mak Rose &amp; Anderson Intellectual Property Attorneys</td>
<td></td>
</tr>
</tbody>
</table>

---

**IEEE Buenaventura Section**