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MEMBER RELATIONS

Membership Programs Development: Toward Better Services for Members and Future Members Worldwide

Interview with Koichi Asatani, Director of Membership Programs Development

By Stefano Bregni, Vice-President for Member Relations, and Koichi Asatani, Director of Membership Programs Development

This is the second article in the series of eight, introduced in September and published monthly in the IEEE Global Communications Newsletter, which covers all areas of IEEE ComSoc Member Relations. In this series of articles, I introduce the seven Member Relations Directors (Sister and Related Societies; Membership Programs Development; AP, NA, LA, EAME Regions; Marketing and Industry Relations) and the Chair of the Women in Communications Engineering (WICE) Standing Committee. In each article, one by one they present their activities and plans.

Stefano Bregni

Koichi Asatani

In this issue I interview Koichi Asatani, Director of Membership Programs Development. From 1974 to 1997 Koichi was with NTT, engaged in R&D on optical fiber communication systems, high-definition video transmission systems, FTTH, ISDN, B-ISDN, ATM networks, IP Networks and their strategic planning. From 1997 to 2014 he was a Professor at Kogakuin University. Currently he is a Professor at Nankai University, Tianjin, China, and Professor Emeritus at Kogakuin University. He is a Fellow of IEEE and a Fellow of IEICE.

Koichi is a founder of the series of symposia on Communications QoS, Reliability and Performance Modeling at ICCs and Globecoms. He was Chair of the IEEE Technical Committee on Communication Quality and Reliability (CQR-TC). He was Feature Editor on Standards (1993–1999) and Senior Technical Editor (1999–2005) of IEEE Communications Magazine. He served as Executive Chair of ICC2011, Kyoto, and as Distinguished Lecturer for 2007–2008, 2011–2012 and 2013–2014.

It is my pleasure to interview Koichi and offer him this opportunity to outline his current activities and plans for ComSoc Membership Programs Development.

Bregni: *What are the main programs of ComSoc Membership Programs Development? What is your responsibility in ComSoc?*

Asatani: The goal of Membership Programs Development is to promote and further the interests of individual members worldwide and to increase member retention, renewal, recruitment, and recognition. To achieve this goal, we are focusing on the following programs.

Chapters Funding and Awards: Each local Chapter may request funding to support chapter activities/initiatives including membership development, and inviting and organizing Distinguished Lecturer Tours (DLTs) and Distinguished Speakers Programs (DSPs).

Membership Development Support Grant (MDSG): The grant is offered to initiate, promote, and support activities of ComSoc members, local Chapters and Regions aiming at the following targets: IEEE ComSoc membership growth, member professional development, local Chapter growth (currently there are 213 Chapters worldwide, forming four Regions: Asia/Pacific, Europe, Middle-East and Africa, Latin America and North America). Each local Chapter is encouraged to advertise local programs for services to members through GCN, local chapters' web sites, etc.

Distinguished Lecturer Program (DLP): The DLP is provided as a service to local Chapters. It is organized to benefit existing members and chapters. It can also be used in generating new membership and new Chapter formation. It is invited and organized by local Chapters including student Chapters. Each Distinguished Lecturer Tour (DLT) is organized by providing at least three lectures in different locations.

More than 20 tours are organized annually. Candidates are nominated by Technical Committee chairs and are selected by the DL Selection Committee annually. The current DL pool numbers 42 (see http://www.comsoc.org/about/memberprograms/distinguished-lecturers).

In some cases it has not been easy to organize a DLT, due to increasing airfares and/or geographical constraints. This year the budget for each tour has been relaxed, by decision of the Member Relations Council, and made more realistic and flexible to meet today's demands and environments. I hope this increased flexibility will be welcomed by Chapter Chairs, who are the biggest engines for planning and organizing DLTs.

Distinguished Speaker Program (DSP): The objectives of the DSP are similar to those of the DLT, but it supports only one lecture and covers only local expenses. Expenses can include airfare, which was not covered before. In some regions the neighboring chapter proposing the DSP is not in convenient distance with terrestrial transportations. This increased flexibility will give more chances to host DSPs in some local chapters in such environments. Distinguished Speakers may be any current and former DLs, IEEE Fellows, and prominent leaders.

Bregni: *How is Chapter funding granted and regulated?*

Asatani: Chapter funding is proposed/requested by each Chapter Chair to the appropriate Region Director. The Region Director approves or modifies each Chapter request, taking into account the balance in the Region. Each Region proposal is submitted to the MPD Director for final approval, taking into account possible modifications for overall harmonization and balance if necessary.

Bregni: *There are Awards to recognize the most deserving Chapters. What Awards are assigned? What is the selection process?*

Asatani: The Chapter Achievement Awards (CAA) are given annually to one chapter from each Region. The nomination is

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CONFERENCE REPORT

IEEE PerCom 2014 Conference in Budapest, Hungary

By Károly Farkas, Hungary, and Gergely Záruba, United States

Budapest, the lovely capital of Hungary, was the city hosting IEEE PerCom 2014 (www.percom.org), the 12th IEEE International Conference on Pervasive Computing and Communications, on March 24–28 at the Aquincum Hotel Budapest. The conference, together with its affiliated events, was organized by the IEEE Computer Society, The University of Texas at Arlington (UTA), Budapest University of Technology and Economics (BME – Department of Networked Systems and Services), and the Scientific Association for Infocommunications Hungary (HTE). Technical and financial sponsorship of IEEE PerCom 2014, including best paper awards and student travel grants, was provided by the IEEE Computer Society, the National Science Foundation of the USA (NSF), IBM Research, and Elsevier. The program confirmed the high quality tradition of PerCom, which attracted more than 250 attendees from around the world.

IEEE PerCom was established more than a decade ago as the premier annual IEEE scholarly venue for researchers, engineers, and students alike to share their state-of-the-art research and developmental work in the broad areas of pervasive computing and communications. This domain has evolved into an active area of research and development, due to the tremendous advances in a broad spectrum of technologies and topics, including wireless networking, mobile and distributed computing, sensor systems, RFID technology, and the ubiquitous mobile phone.

Similar to previous editions, the conference program stretched over five days and included the main conference (three days) which was flanked by two days of thematic workshops. On Monday, five workshops and a symposium (PerNEM, PerMoby, CROWDSENSING, SIPC, PerCity, ACoMoRe) opened the technical program and provided a venue for presenting novel ideas in more focused areas (such as emergency management, human mobility, crowdsensing, social aspects, smart cities, activity and context modeling) in a less formal way than what is typically possible at the main conference. The main event from Tuesday to Thursday offered a rich program of eight technical paper sessions containing 25 papers carefully selected after a thorough review process (acceptance rate for IEEE PerCom 2014 was 12%); two keynote lectures; a Work-In-Progress (WiP) session; a Ph.D. Forum; a range of demonstrations; and a panel discussion. On Friday, six post-conference workshops (SeSoc, PerCol, SCI, PD-Apps, MUCS, IQ2S) addressing the areas of security, collaboration, community intelligence, display networks, management, and Quality of Service closed IEEE PerCom 2014.

Best Paper Awards ceremony: David Hasenfratz (ETH Zurich), one of the authors representing the recepients of the Marc Weiser Best Paper Award and George Roussos, IEEE PerCom 2014 Technical Program Chair.

Left to right: Gergely Záruba, IEEE PerCom 2014 General Co-Chair; Péter Nagy, IEEE PerCom 2014 Local Chair; Karen Decker, IEEE PerCom 2014 General Liaison; and Károly Farkas, IEEE PerCom 2014 General Co-Chair.

Hungarian folklor performance during the Banquet.

Both of the exciting keynote lectures discussed the topic of Internet of Things (IoT), but from different perspectives. On Tuesday Prof. Wei Zhao (Rector, University of Macau, P.R. China) in his lecture "WInternet: From Net of Things to Internet of Things," addressed principles, approaches, and critical issues that should guide research and development of IoT from an academic viewpoint. On Wednesday Dr. Christoph Grote (Head of BMW Group Research and Technology, Germany) provided insight into the actual state and future directions/challenges of IoT from the viewpoint of a leading car industry company in his talk, "IoT on the Move: The Ultimate Driving Machine as the Ultimate Mobile Thing." The panel discussion, closing the day on Wednesday, addressed the role of participatory sensing in pervasive computing. The four panelists and the moderator (Prof. Yutaka Arakawa, Nara Institute of Science and Technology, Japan; Prof. Anish Arora, Ohio State University, USA; Prof. Paul Lukowicz, DFKI & Technical University of Kaiserslautern, Germany; Prof. Mani B. Srivastava, University of California at Los Angeles, USA; moderator: Prof. Archan Misra, Singapore Management University, Singapore) discussed the limits, due to challenges such as resource limitations, privacy, user interfaces, and data quality, of individual sensing paradigms observed in practice, and pointed out how the combined capabilities of participatory and infrastructure-based sensing can be effectively harnessed for novel urban computing applications.

In addition to the technical program, IEEE PerCom 2014 offered a rich social program, including a welcome reception

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DISTINGUISHED LECTURER TOUR

Lectures on Mobile Networks as a Cloud Service by Tarik Taleb in Beijing, China

By Waheed ur Rehman, Secretary of the IEEE ComSoc Beijing Chapter

The IEEE Communications Society (ComSoc) Beijing Chapter arranged lectures on 6–7 May, 2013 at Beijing University of Posts and Telecommunication (BUPT) and the Chinese Academy of Science (CAS). Dr. Taleb was invited to give the 50-minute lecture on 'Mobile Networks as a Cloud Service' at both venues. Prof. Xiaofeng Tao, Chair of the ComSoc Beijing Chapter, hosted the seminar at BUPT, and Dr. Lin Tian hosted it at CAS. There were approximately 80 attendees at both venues, including university students, academic researchers, and public participants from ICT related Industries.

The related information about the lectures, including the abstract of the talk and a brief introduction of Dr. Taleb, was emailed to the IEEE ComSoc Beijing Chapter Members by Prof. Tao. Also, the lecture announcements were posted on the universities' website announcement boards by the school academic committees.

The lecture started with the emphasis on current trends of mobile IP Tsunami. Current applications and smart devices both put growing stress on mobile networks. Apart from data, these devices and applications are also generating a tremendous amount of background signaling. The mobile networks are not designed for such a huge amount of background data/signaling. Solutions to this problem, such as investing in more speed, upgrading network nodes, and designing scalable networks, all require investment and increased cost, which network operators might not be interested in. Another solution that is 'secretly' employed by different network providers is throttling video traffic, which is again unfair to the customers and affects the quality of service. Cloud computing can be seen as a solution to the problem, but it also poses serious challenges, for example, high availability, load balancing, and meeting high performance. Network virtualization and cloud computing techniques, along with the principles of the latter in terms of service elasticity, on-demand, and pay-per-use, could be important enablers for various mobile network enhancements and cost reduction. The long term solution for growing traffic demands on the current cellular architecture is the possibility of extending cloud computing beyond data centers toward the mobile end-user, providing end-to-end mobile connectivity as a cloud service. A set of technologies and methods such as mobile node function virtualization and caching techniques are also introduced for the on-demand provision of a decentralized and elastic mobile network as a cloud service over a distributed network of cloud-computing data centers. The novel business opportunities behind the envisioned mobile cloud architecture and service are also discussed, considering various multi-stakeholder scenarios. The concept of Follow-Me-Cloud whereby not only data but also mobile services are intelligently following their respective users is discussed in great detail.

Dr. Tarik Lecture at CAS Lecture Room on 7th May, 2014.

Dr. Xiaoming and Dr. Tarik with other professors at BUPT.

Dr. Taleb spoke for 50 minutes at each of his lectures at BUPT and CAS. Participants were very interested in the topic and content. Notes were taken and questions were asked during the lecture by many participants.

Questions and answers continued after the lecture for an additional 20 minutes. The questions covered both the basic and professional aspects of the topic. Due to the shortage of Q/A time, several participants had further exchanges with Dr. Taleb after the session ended.

After the lecture, Dr. Taleb had additional talks with various professors in BUPT and CAS and visited the related labs and took photos. After his lecture at BUPT, Prof. Tao invited Dr. Taleb and other distinguished lecturers for dinner.

The IEEE ComSoc Beijing Chapter was very pleased to host Dr. Taleb and believe that his lecture brought many significant ideas to the minds of young researchers and at the same time cleared many doubtful minds. We also hope that Dr. Taleb also had a pleasant experience on his visit to Beijing.

MEMBERSHIP PROGRAMS/*Continued from page 1*

made by the Region Director and is approved by the MPD Director. The 2013 CAAs were awarded to the Malaysia Chapter for AP, the Sweden Chapter for EMEA, the Colombia Chapter for LA, and the San Diego Chapter for NA.

The Chapter of the Year (COY) Award is also given annually to one Chapter out of the four CAA winning Chapters. It is chosen by the MPD Board Committee. The 2013 COY Award was awarded to the San Diego Chapter (Chair: Zhensheng Zhang).

The Exceptional Chapter Performance Award is given to one Chapter for its consistent exceptional performance over three or more years. The 2013 winner was the Sweden Chapter (Chair: Tommy Svensson).

Bregni: *Chapter officers can meet periodically at Regional Chapter Chair Congresses. Would you tell us something more?*

Asatani: The Regional Chapter Chair Congress is held to encourage sharing, feedback, and networking among Chapter Chairs of a particular Region, inviting ComSoc Officers and ComSoc Staff to meet the chairs and participate in the Congress. The RCCC is hosted by the Region Director in consultation with the MPD Director. The NA-RCCC was held during Globecom 2012, and the EMEA-RCCC was held during ICC 2013. It is held on-demand and usually it is not an annual event.

Bregni: *Student Travel Grants are a well established program, very appreciated by our members. Would you describe how they are assigned? What is their importance?*

Asatani: ComSoc Student Travel Grants (STG) are provided to help Student Members attend major IEEE ComSoc conferences. Conferences may also seek sources other than ComSoc STGs for travel grants, e.g. the NSF (National Science Foundation) program supports travel for students studying at a U.S. college or university.

The applicant must be:

- An author of an accepted conference paper who is presenting the paper at the conference.
- A Student Member of the IEEE Communications Society when submitting the application.
- A full-time student registered toward a Bachelors, Masters, or Ph.D. degree in engineering or related fields in a college or university when submitting the application.

Finally, the applicant must have not received an STG Award in the last 12-month period.

The STG awardees are selected by the STG Committee for each conference. The individual conference website will provide the instructions for the STG application as well as information regarding the approval/notification process. The STG consists of a monetary award to be used for registration fees, conference hotel expenses, and travel costs, which is the most appreciated aspect of the STG Award.

In addition to the programs mentioned above, other programs contribute to membership development, such as Support for Young Professionals (former GOLD) to encourage and support the participation of young researchers and engineers, and Industry Now (INN) Programs to promote a more active presence from industry. These programs are facilitated with IEEE ComSoc flagship conferences such as Globecom and ICC.

We hope that MPD will further enhance these promotion and supportive programs in very efficient ways to meet environmental changes and evolving requirements from local Chapters worldwide

Bregni: *What are you plans for next steps now? What main goal would you like to pursue in the second year of your term?*

Asatani: It is not an easy question for me who experienced eight months of the first year. But I will try. This year we had a very fruitful discussions at the MPD Board meeting at ICC2014 in Sydney. The MPD Board meeting was held for the first time. Based on the agreements reached there, we proposed modifications of the guidelines for DLTs and DSPs. Both are very important and useful for IEEE ComSoc membership development and new membership creation. I would like to invite voices from Regions and Local Chapters to express their ideas for more flexible and more realistic approaches to membership development and creation.

I found that in some cases, the smooth continuation of local chapter activities is not easy when chapter chairs are replaced by new chairs. One of the targets of MPD will be to provide information for smooth and streamlined transitions, with no interruption between old and new chairs. The environments are continually changing. Also, the demands of members, local Chapters, and Regions are changing. We need to be very flexible and adaptable to meet these challenges.

It is my hope that MPD will be able to enhance these promotion and supportive MPD programs efficiently to meet environmental changes and evolving member requirements through all possible channels, in particular local Chapters worldwide.

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and banquet. The banquet took place on a river boat cruising on the river Danube. As part of the gala ceremony, the following best paper awards of IEEE PerCom 2014 were announced: Marc Weiser Best Paper Award sponsored by Elsevier; Best Runner-up Paper Award; Best Ph.D. Forum Paper Award, and Best Demonstration Award, both sponsored by IEEE CS-TCPP; and Best Work-in-Progress Paper Award. The gala dinner was followed by an authentic Hungarian folk music and dance performance, which concluded with a joint dance together with the conference attendees.

IEEE PerCom 2014 was a highly successful event, with much positive feedback from attendees. We hope to see you next year in St. Louis at IEEE PerCom 2015.

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