

Public Policy Matters: Proposed Budget Cuts Will Impact HF/E Programs

By David Rempel, Thomas Bernard, & Kermit Davis

Federal training grants from the National Institute for Occupational Safety and Health (NIOSH) are a major means of training support for occupational safety and health professionals through Education and Research Centers (ERCs) and Training Program Grants (TPGs). Ergonomics, which is often offered as a blended program of study with safety, is available at 8 ERCs and 7 TPGs. The NIOSH grants provide critical stipend and tuition support for students in 15 universities across the United States. Through an erroneous reading of agency responsibilities, President Obama's budget for FY 2012 recommends eliminating the ERC training grants along with the Agricultural Research Centers.

NIOSH has been funding ERC and TPGs for more than 25 years. ERCs train more than 250 professionals each year in ergonomics, occupational medicine, industrial hygiene, occupational health nursing, occupational safety, and other specialty areas. Without the ERC funding, there will be a substantial drop in cross-disciplinary training and research. In particular, these cuts will have a large impact on the number of students graduating with expertise in ergonomics.

It is not simply a loss to universities and students; it is a business loss as well. Graduates of these programs typically go on to work in private industry and, to some extent, in state and federal government. Some of the ergonomics graduates seek advanced academic training that leads to a greater breadth of knowledge for application in evidence-based practice. So the short-term savings will be lost business profits. The ERCs and their graduates have a substantial presence among 10,000 domestic businesses, public institutions, and foreign employers.

The president's budget is not automatically adopted; there are likely to be several rounds of revisions before a final budget is approved. HFES is working hard to fight this budget cut. The Society has joined a coalition of industry, labor, education, and scientific organizations that are dedicated to the training of occupational health professionals. The coalition has written a letter to Congress to preserve this funding.

What You Can Do to Support the ERCs

The final 2012 budget will not be known for several weeks, so we encourage you to keep informed, keep in touch with us, and write letters to your congressional representatives about what having federal funding for supporting graduate students in ergonomics means for the health and safety of workers, benefits to employers, and the future of HFES. Send your comments and suggestions to David Rempel (david.rempel@ucsf.edu), Thomas Bernard (tbernard@health.usf.edu), or Kermit Davis (kermit.davis@uc.edu).

David Rempel is a professor of medicine at UC San Francisco, a professor of bioengineering at UC Berkeley, and director of the Ergonomics Graduate Training Program at UC Berkeley. Thomas Bernard is a professor in the University of South Florida College of Public Health, an ERC director, and current president of the Association of University Programs in Occupational Health and Safety, which represents both ERCs and Agricultural Research Centers. Kermit Davis is an associate professor with the University of Cincinnati's

INSIDE HFES

Will HFES Members Vote Electronically?

by Ronald G. Shapiro, Secretary-Treasurer

Electronic voting technology for associations has improved substantially over the past few years. It is better, faster, and cheaper to vote electronically than via paper mail. Nonetheless, HFES will continue to use paper nominations and paper balloting in 2011. Why?

According to the HFES Bylaws, nominations and elections must be conducted by mail. HFES legal counsel has advised us that e-mail does not count as a form of mail. Therefore, HFES and numerous other professional societies that might benefit from e-voting must mail paper ballots until bylaws are modified to allow e-voting. Changing the HFES Bylaws requires that two-thirds of eligible voting members (Full Members and Fellows) approve the changes.

The Executive Council recently voted to approve Bylaws changes proposed by the Policy and Planning Committee to enable e-voting. In late June, these changes will be submitted to the voting membership as part of this year's election ballot. If members vote to approve the changes, e-voting can take place as early as 2012. It is hoped that with the convenience of e-voting, more members will actively participate in the nomination and election of officers in Society-wide balloting. Additionally, the Society will save more than 11,000 envelopes, 22 reams of paper, and associated ink, postage costs, and staff hours. Members who prefer to vote by postal mail may do so by requesting a paper ballot.

I'm sure it would have been nearly impossible to think of the Internet as a means of voting when our Bylaws were written more than 50 years ago. Similarly, it is nearly impossible to think today about how people might communicate 50 years from now. Thus, as we are preparing proposed revisions to the Bylaws, we are doing our best to ensure technological independence for future HFES generations.

Midyear Executive Council Meeting Report

The HFES Executive Council met on April 1–3, 2011, at the Red Rock Hotel in Las Vegas. The following is a summary of actions taken on April 2 and 3. For a report on the strategic planning activities on April 1, see the article on page 3 by President-Elect Mica R. Endsley.

Meetings

The Society will hold its first specialized conference on March 11–14, 2012, in Baltimore, Maryland. The topic for this meeting is human factors in health care. President Anthony D. Andre is working with a distinguished group of members with expertise in this area to develop the program details. Stay tuned for further information!

Membership

Council approved the following new members: 189 Full Members, 31 Associate Members, 102 Affiliate Members, and 233 Student Affiliates. Also approved were changes of membership category, as follows: 12 Associate to Full Member, 12 Full Member to Emeritus Member, 5 Full Member to Fellow, 50 Student to Transitional Associate 1, and 2 Transitional Associate 2 to Full Member.

Student Chapters

A new student chapter at Michigan Technological University was approved. The president is Joel Suss, and the faculty adviser is Paul Ward.

Divisions

The chairs of each of the five divisions (Internal Affairs, External Affairs, HFES Institute, Scientific Communications and Publications, and Professionalism) will begin working on strategic plans for their respective divisions.

Publications

Following a recommendation by the Publications Committee, Council approved a plagiarism policy. Guidance is provided for prospective authors and editors of HFES publications. The policy is online at http://www.hfes.org/Web/PubPages/HF_policies.html.

Accreditation

Although some details are yet to be finalized, Council approved in principle a revised accreditation model for HF/E graduate programs, to take effect in January 2012. An article summarizing the revised model and soliciting comments from members will be published in a future issue of the *HFES Bulletin*.

Revised 2011 Budget

Council approved the following amended budget:

INCOME	
Membership dues	640,800
Member Services	47,150
Communications/Pubs	403,176
Meetings	322,875
HFES Institute	23,000
Misc Income	17,000
TOTAL INCOME	1,454,001
EXPENSE	
Member services	22,200
Communications/Pubs	170,752
Administrative	893,467
Committees/officers	134,060
Meetings	98,500
HFES Institute	43,860
Interorganizational	38,701
TOTAL EXPENSE	1,401,540
SURPLUS	52,461

Strategic Planning Update

by Mica R. Endsley, HFES President-Elect

Each spring, the HFES Executive Council (EC) and Policy & Planning Committee meet to develop the Society's Strategic Plan for the coming years. The Strategic Plan documents our goals and objectives for advancing human factors/ergonomics in a number of key areas. For example, the Strategic Plan addresses the Society's goals of advancing HF/E science and practice, promoting teaching and education, promoting peer networking, increasing outreach

to those outside the profession, and achieving excellence in how we function as an organization. You can find a copy of the Strategic Plan in the HFES *Directory & Yearbook* or at <http://www.hfes.org/web/about/hfes/stratplan.html>.

At this year's planning meeting on April 1, we focused on ways to improve our internal operations to better serve members and continued to develop our Visibility and Impact Strategic Plan, which focuses on our outreach goals. To gather input for our discussion on internal operations, we leveraged a recent survey of HFES committee chairs, technical group chairs, and chapter presidents to find ways to improve communication and leadership within the Society.

A number of good ideas came out of this discussion, including communicating more with the membership about activities of the Executive Council and committees, improving training for new leaders in HFES, developing mentoring programs for new leaders, improving cross-communication among committee chairs, and conducting further surveys to find out how to better serve our local chapters. We also set a goal for completing extended and updated strategic plans for each of the Society's five divisions, which will break each strategic objective down into specific, measurable actions or activities.

Improving outreach to those outside HFES is always an important goal of any strategic discussion. New initiatives include creating a second HFES-sponsored meeting that focuses on strategic growth areas for the Society, the addition of a popular webinar series, and the YouTube video contest for explaining HF/E to the uninitiated. This year we also worked on several new initiatives for National Ergonomics Month and are leveraging the skills of a new central office staff member in creating materials and tools for outreach, as well as outreach training for HFES members.

Strategic planning is an important part of what we do. In the immortal words of Yogi Berra, "If you don't know where you are going, you might wind up someplace else." However, any strategic plan is only as good as its implementation. Over the next year we will be working hard to continue to meet the Society's objectives by implementing the many activities in the Strategic Plan.

It takes participation by all HFES members—as well as its leadership—to be successful, and we encourage you to get involved. I am confident that, working together, we can achieve all that we want and hope for, both for our profession and for our members.

Amy R. Pritchett Appointed *JCEDM* Editor in Chief



HFES is proud to announce the appointment of Amy R. Pritchett to the position of editor in chief of the *Journal of Cognitive Engineering and Decision Making*. Information about *JCEDM* can be found at <http://www.hfes.org/Publications/ProductDetail.aspx?ProductID=64>. Pritchett, an associate professor of cognitive engineering in the Georgia Tech School of Aerospace Engineering, earned SciD, MA, and BA degrees from the Massachusetts Institute of Technology, and has an impressive professional background that includes a two-year stint as the director of NASA's Aviation Safety Program.

Pritchett was exposed to the aviation field from an early age, which stimulated her interest in aerospace engineering and launched her career in cognitive engineering. "Looking back, I am a pilot from a family of pilots, and aerospace engineering seemed like a logical choice of career," she says. "It did not take long, however, for me to discover that I am more interested in the process of piloting an aircraft—and the activities of the pilot—than in studying the structure of the aircraft alone."

Her interests in cognitive engineering reach far beyond aerospace, however, and she takes on the challenge of being named editor-in-chief of *JCEDM* with enthusiasm, vast knowledge in the discipline, and a fresh perspective.

“I am routinely flummoxed by my engineering colleagues’ well-intended attempts to model the human as a differential equation,” she says. “The field of cognitive engineering must be defined by its ability to provide rigorous, repeatable methods integrating the human factor into the design of technology and operations.”

Pritchett praises the hard work of her predecessor and founding editor in chief, Mica R. Endsley, to position *JCEDM* as a flagship journal and ambassador to the cognitive engineering community as a whole, not just to the HFES membership. “I believe the impact of *JCEDM* can be increased by articulating its contribution not only to human factors/ergonomics researchers but to researchers in other domains who do not currently turn to HFES journals for insights into the integration of technical design with an understanding of human cognitive performance.”

One of Pritchett’s long-term goals for *JCEDM* is to bring more visibility to the contributions that HF/E has made to society in general. “There are big problems that human factors can contribute to, yet human factors as a domain is often seen as limited to experimental methods and after-the-design studies,” she says. “This gap establishes a unique and vital role for *JCEDM*.”

Pritchett begins her term with the fall 2011 issue. Submissions are welcome at <http://mc.manuscriptcentral.com/jcedm>. View the instructions for authors at <http://www.hfes.org/web/PubPages/JCEDMauthorinfo.pdf>.

GMU Arch Lab Wins HFES Video Contest

HFES is pleased to announce that the “What Is Human Factors/Ergonomics?” YouTube Video Contest first-place winner is the George Mason University Arch Lab. The competition, designed by President Anthony D. Andre and Outreach Division Chair Deborah A. Boehm-Davis, aims to develop the most informative and entertaining examples of the HF/E profession and its impact in order to increase awareness of the discipline among the general public. The entries were judged on their content, creativity, execution, and effect.

“What Is Human Factors?” by the George Mason team blends a creative and educational rap song with interesting visuals to explain some key HF/E practices and principles to lay audiences. The team will be awarded a \$1,000 cash prize.

The video will serve as a promotional tool for future HFES outreach efforts, particularly as a resource for educators and students in high school and undergraduate and graduate programs, to generate interest and excitement about the human factors/ergonomics discipline.

Says Ewart de Visser, who produced the video, “We, as human factors professionals, have a problem marketing ourselves. Few people know about human factors, but when you tell them, they are very interested and can see how it is relevant to their daily lives. Visual media can bring this topic of great relevance to the masses.”

The \$500 second-place prize winner, “Human Factors: As Seen on TV,” went to the San Jose State University Student Chapter. Two videos tied for the \$500 third-place prize: “Fact! You Need Human Factors,” by the University of Central Florida Student Chapter, and “Microwave Racing,” by a team from University College London.

Follow the YouTube links below to view all the winning videos.

First Place

“What Is Human Factors?” by George Mason University Arch Lab
<http://www.youtube.com/watch?v=HJMpajaLEeY>

Second Place

“Human Factors: As Seen on TV” by the SJSU Student Chapter
http://www.youtube.com/watch?v=1KEse_x1Sko

Third Place

“Fact! You Need Human Factors” by the UCF Student Chapter
<http://www.youtube.com/watch?v=A7yHmFbZwLE>

“Microwave Racing” by University College London
<http://www.youtube.com/watch?v=Bzy5hVvbei8>

Congratulations to all the winners, and thanks to everyone who submitted a video for the contest, including the University of Texas, El Paso, and Wichita State University Student Chapters.

May 10 Webinar: Overview of BCPE Certification With Bill Boyd



Register today at <https://www2.gotomeeting.com/register/259784850> for the May 10 webinar, which takes place at 9:00–10:30 a.m. Pacific, 10:00–11:30 a.m. Mountain, 11:00 a.m.–12:30 p.m. Central, 12:00 noon–1:30 p.m. Eastern, 5:00–6:30 p.m. GMT.

About the Webinar

Established in 1990 as an independent nonprofit organization, the Board of Certification in Professional Ergonomics is the certifying body for individuals whose education and experience indicate broad expertise in the practice of human factors/ergonomics. To date, more than 1,500 professionals have successfully met BCPE’s certification criteria and have been awarded one of the following distinguished credentials: Certified Professional Ergonomist (CPE), Certified Human Factors Professional (CHFP), Certified User Experience Professional (CUXP), Associate Ergonomics Professional (AEP), Associate Human Factors Professional (AHFP), Associate User Experience Professional (AUXP), or Certified Ergonomics Associate (CEA).

During this webinar, Bill Boyd, a member of the BCPE Board of Directors, will review

- the certification process
- eligibility and requirements
- the Ergonomist Formation Model
- certification fees
- continuance of certification

The webinar will conclude with a question-and-answer session. More information about this webinar can be found at <http://www.hfes.org/web/webinars/MayBoyd.html>.

About the Presenter

Bill Boyd is senior vice president for CNA Insurance Company. Bill is responsible for the Risk Control function for CNA, working with more than 300 professional staff in the delivery of underwriting assessments and customer services. He holds a BS in chemistry from Austin Peay State University and an MS in occupational safety from the University of Tennessee. Bill has 30 years’ experience in the health and safety professions.

In addition to his position on the BCPE board, Bill is a Certified Industrial Hygienist, Certified Safety Professional, Certified Professional Ergonomist, and a member of the American Academy of Industrial Hygiene. He cochairs the Institute of Industrial Engineers’ Applied Ergonomics Conference.

May 23 Webinar: Myths About Autonomous Machines and Robots



On May 23, don't miss **Myths About Autonomous Machines and Robots** presented by David Woods to be held at 9:00–10:30 a.m. Pacific / 10:00–11:30 a.m. Mountain / 11:00 a.m.–12:30 p.m. Central / 12:00 noon–1:30 p.m. Eastern / 5:00 p.m.–6:30 p.m. GMT.

About the Webinar

When accidents occur in complex systems, the common belief is that solutions lie in advancing what devices can do autonomously. However, empirical results on the effects of delegating more autonomy and authority to devices show that the effects are different from what developers expect—automation surprises.

In this webinar, Woods will first cover how increases in automation change what is expertise, how interdependent activities can be synchronized, and how complex systems become brittle. Second, Woods will review basic regularities regarding systems of people and automation. Finally, he will explore the implications for design responsibility. View complete details about this webinar at <http://www.hfes.org/web/webinars/MayWoods.html>.

About the Presenter

David Woods, professor of cognitive systems engineering and human-systems integration at Ohio State University, was one of the pioneers of cognitive systems engineering in the aftermath of the Three Mile Island nuclear power accident. For 30 years, his program of research has studied how people cope with complexity in time-pressured situations such as critical-care medicine, aviation, space missions, intelligence analysis, and crisis management, including multiple accident investigations. Based on these results, he designs visualizations, perceptual interfaces, decision support, and collaborative systems to help people find meaning in large data fields when they are under pressure to diagnose anomalies, coordinate activities, and replan to overcome obstacles. In recent years Woods has helped to pioneer resilience engineering as a new approach to safety and complexity.

Woods is a past president and Fellow of the Human Factors and Ergonomics Society and is a recipient of the Laurel Award from *Aviation Week and Space Technology*, as well as other awards. He was an adviser to the Columbia Accident Investigation Board, was a founding board member of the National Patient Safety Foundation, has been a member of several National Academy of Science committees, and is the author or editor of 8 books, including *Behind Human Error*, *Resilience Engineering*, and *Resilience Engineering in Practice*. He leads Ohio University's initiative on Complexity in Natural, Social, and Engineered Systems.

Registration for the May 23 webinar is available at <https://www2.gotomeeting.com/register/695933290>.

2011-2012 Directory & Yearbook Coming Soon

The HFES *2011-2012 Directory & Yearbook* will be mailed in June to all members in good standing who opted to receive it in print. For the most up-to-date member contact information, access the online member directory by logging in at hfes.org with your username and password, then click "Search the online member directory."

Major sections of the *2011-2012 Directory & Yearbook* will be available in PDF format after you sign in. After the latest *Directory* is released, click "Access major sections of the current Directory & Yearbook" to view PDF files containing the committee, chapter, and technical group reports; lists of officers and committee chairs; award recipients; and more.

If you prefer to receive the printed directory and have not yet opted to do so, please contact the Member Services Department at 310/394-1811, membership@hfes.org.

MEETINGS

Take Advantage of the Career Center at HFES 2011

The HFES On-Site Career Center provides an outstanding opportunity for employers and job seekers to meet informally and in prearranged interviews. The Career Center hours for the 2011 Annual Meeting are as follows:

- Monday, September 19, 1:00 to 6:00 p.m.
- Tuesday–Wednesday, September 20–21, 8:30 a.m. to 6:00 p.m.
- Thursday, September 22, 8:30 a.m. to 5:00 p.m.

Subscribers to the online Career Center may reserve booths, tables, or both at the On-Site Career Center. For a reservation form, please click the following link: http://www.hfes.org/web/careercenter/2011_onsite_reservation.pdf, or contact HFES by phone (310/394-1811) or e-mail (placement@hfes.org).

Employers are encouraged to post job openings on the HFES Web site (<http://careercenter.hfes.org/hr/jobs/>) by **August 24, 2011**. This will provide candidates the time to search the database and give employers time to review résumés and schedule meetings with potential candidates. **The scheduling of formal or informal interviews at the Annual Meeting is the sole responsibility of the prospective employer.**

Candidates looking for a job or seeking new career opportunities are encouraged to post their résumés and search for jobs in the online Career Center. This service is for HFES members only.

If you plan to be available for interviews at the Annual Meeting, bring copies of your résumé to the meeting and bookmark the main meeting page to see a list of the employers who will be conducting interviews. Check back often, as this list will be updated frequently.

Author's Kit Now Online

The author's kit containing instructions for uploading final proceedings papers is now available at <http://www.hfes.org/Web/HFESMeetings/2011AuthorsKit.html>. If your paper was accepted, you should have already received an acceptance notification from the program chair of the technical group to which you submitted your paper.

Production-ready papers are due no later than 11:59 p.m. Pacific Daylight Time on **Thursday, June 23**. The author's kit includes formatting and layout instructions, page limits, graphics embedding guidelines, copyright and clearance requirements, and uploading instructions. Also included is information about the Alphonse Chapanis Best Student Paper Award, presentation time limits, a form for requesting additional audiovisual equipment, and information for student volunteers.

Anthropometry and Biomechanics Standards Meeting

The U.S. TAG to ISO/TC 159/SC 3 (Anthropometry and Biomechanics) will hold its annual meeting on July 21–22 at Anthrotech in Yellow Springs, Ohio. Anyone interested in finding out more about this meeting may contact the chair, Robert R. Fox, at robert.r.fox@gm.com.

HPEE 9th Annual Meeting

by Jason Kring, HPEE President

The 9th Annual Meeting of the Society for Human Performance in Extreme Environments (HPEE) will take place September 18–19, 2011, at the Red Rock Hotel in Las Vegas, NV. The meeting, which precedes the 55th HFES Annual Meeting, will feature peer-reviewed presentations and invited discussions on a variety of topics related to extreme environments. Current HFES members are entitled to discounted registration for the meeting.

HPEE defines extreme environments as settings that possess extraordinary physical, psychological, and interpersonal demands that require significant human adaptation for survival and performance. Example settings and domains include spaceflight, high-altitude aviation, mountaineering, and polar, desert, and underwater environments. HPEE addresses specific occupations and activities occurring in extreme environments, such as military operations, policing, firefighting, emergency response/disaster management, hazardous materials handling/disposal, search and rescue, emergency medical services, and extreme sports and recreational activities.

For more information, visit the 9th Annual Meeting page at www.hpee.org. Updates to the agenda can be found on the HPEE news site, www.extremenews.org. For more information, please contact me at jkring@hpee.org.

Automotive User Interfaces and Interactive Vehicular Applications

Submissions are invited for Automotive UI 2011, to be held November 29 to December 2 at the Human Computer Interaction & Usability Unit and Christian Doppler Laboratory “Contextual Interfaces” ICT&S Center (<http://icts.uni-salzburg.at/>) at the University of Salzburg, Austria.

The conference will focus on driver safety and the design of in-car user interfaces that eliminate distractions, improve the driver’s performance, and enhance the experience of all automobile passengers (including disabled drivers, elderly drivers or passengers, and the users of rear-seat entertainment systems).

Submission details are available at <http://www.auto-ui.org/11/index.php>. The deadline is **July 11, 2011**.

Applications Invited for the Dieter W. Jahns Student Practitioner Award

The Foundation for Professional Ergonomics (FPE) initiated the Dieter W. Jahns Student Practitioner Award in 2010. The award is named in memory of Dieter W. Jahns, a life-long advocate of the practice of ergonomics and a leader in ergonomics certification.

The deadline to apply is **May 31, 2011**. This annual award is given to the student (or group of students) for an ergonomics project that demonstrates the major ergonomics practice areas of analysis, design, and evaluation. Submissions are open to MS and PhD students in ergonomics and related programs worldwide. Students who have completed their graduate degrees in the past year are also eligible. For complete details on criteria and format, please visit <http://www.ergofoundation.org>. All submissions should be sent via e-mail to Robert J Smillie, CPE (robert.smillie@cox.net).

Upcoming Meetings and Events

- 82nd Annual Scientific Meeting of the Aerospace Medical Association, May 8–12, Anchorage, AK, <http://www.asma.org/meeting/index.php>.
- AIHce 2011, May 14–19, Portland, OR, <http://www.aihce2011.org/aihce11/>.
- Display Week 2011, 49th International Symposium, Seminar, and Exhibition, May 15–20, Los Angeles Convention Center, Los Angeles, CA, <http://www.sid.org/conf/sid2011/sid2011.html>.
- EBACE 2011, May 17–19, Geneva, Switzerland, <http://www.ebaa.org>.
- 2011 Industrial Engineering Research Conference, May 21–25, Grand Sierra Resort Hotel, Reno, NV, <http://www.iienet.org/annual>.
- EDRA42Chicago, May 25–28, Environmental Design Research Association, Palmer House Hilton Hotel, Chicago, IL, http://www.edra.org/conferences/_conferences-mainmenu-174/edra42-chicago/518-welcome-to-edra42chicago.

MISCELLANY

Benjamin Franklin—The First American Ergonomist?

by John W. Senders, University of Toronto

It is generally believed, I think, that ergonomics began in the 20th century. One objection to this modern (and easy) conclusion comes from the existence of primitive instruments chipped out of stone, or cast from copper, tin, and bronze. All of these are identified as tools by the fact of their manufacture and, more particularly, by the fact that they fit the hand (probably) of the maker. Whoever makes his/her own tools for personal use is automatically ergonomic—the tools were made in a way that corresponded to the user/maker's hand and arm and general strength—they fit the maker/user.

An alternative analysis would claim that ergonomics, so described, was not conceived as a general design principle but was merely the result that someone made a tool for his/her own use and, naturally, made it fit.

A planned design, made specifically to be in accord with a user's sensory-motor capacities, was (to my knowledge) first made by Benjamin Franklin, the self-same "First Scientific American," whose biography by Joyce Chaplin is fascinating reading.

Professor Chaplin states of Franklin (p. 65):

He also printed Logan's ... translation of Cicero's *Cato Major, or His Discourse of Old Age* (1744). Franklin solicitously printed the book in large type so that elderly readers (beyond the help even of spectacles) "may not, in Reading, by the *Pain* small letters give the eyes, feel the *pleasure* of the mind in the least allayed."

Later in his life, Franklin—ergonomist to the end—designed and printed usable maps of the Gulf stream and sailing instruction maps of the North Atlantic, with the two estimable goals of making money and guiding sailors in the crossing of the ocean between North America and England. In passing I note that he also set up and directed the postal service of the colony, later the United States, and actually ran it at a profit.

Where is he in this time of need?

Reference

Chaplin, J. E. (2006). *The first scientific American: Benjamin Franklin and the pursuit of genius*. New York: Basic Books

John Senders, an HFES Fellow, did his first experiment in HF in 1943 on an inspection procedure in the production of U.S. Naval communications equipment. He is currently working on the mathematics of attention and its relevance to the automobile driver distraction problem.



Sr. User Interface Designer wanted in Sunnyvale, CA to design & evaluate speech enabled systems, using human factors & human-computer interaction principles to optimize usability, quality & performance. Must have Bach. deg. in Human Factors Eng. or rel. field & 2 yrs exper. in same type of job or 2 yrs user interface design exper. employing user-centered design methodologies, incl. multilingual user interface design, & involving full life cycle design, performing usability testing, & conducting usability studies. Exper. can be pre- or post-degree. Alternatively, will accept Bach. deg. in Comp. Sci., Systems Eng. or rel. field & 2 yrs exper. designing voice user interfaces for speech recognition/interactive voice response systems employing user-centered design methodologies, incl. multilingual user interface design, & involving full life cycle design, performing usability testing, & conducting usability studies. Send resume to Patricia Bleheen, Director of Recruiting, Nuance Communications, Inc., One Wayside Rd., Ste. 100, Burlington, MA 01803.

Bulletin



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HFES Invites Your Health Care Ergonomics Research



The Human Factors and Ergonomics Society is proud to announce the first **Human Factors Prize**, which recognizes excellence in HF/E research.

Authors are invited to join the competition and submit their best research on this year's chosen topic. The prize winner will receive a \$10,000 cash reward and publication in the Society's flagship journal, *Human Factors*.

The topic for the 2011 Prize is **health care ergonomics**, broadly defined to include research at the intersection of health care and human factors/ergonomics.

Eligibility:

- Any researcher is eligible to submit relevant work; **membership in HFES is not required**.
- Submissions must cover original (unpublished) research in the topical area and comply with the requirements in the [Human Factors Instructions for Authors](#).
- Review articles and brief reports are not eligible.

The submission deadline is June 1, 2011. The winner will be announced on August 15, 2011, and the award presentation will take place at the HFES 55th Annual Meeting, held September 19–23, 2011 at the Red Rock Hotel in Las Vegas, Nevada. The winner will also present his/her work during the Annual Meeting.

For details about submission and the evaluation process, visit the *Human Factors Prize* Web page at <http://www.hfes.org/web/pubpages/hfprize.html>.

We look forward to receiving your submissions.

