

Welcome to Las Vegas—Where Human Factors/Ergonomics Never Sleeps

By Kermit G. Davis, 2011 Host Committee Chair, & Anthony D. Andre, 2011 Host Committee Vice-Chair



The 2011 Annual Meeting Host Committee welcomes you to Las Vegas, Nevada. Our hotel, the Red Rock, is located about 10 miles from the Strip and sits in the foreground of serene red rock mountain vistas. You will find the meeting venue more compact and centralized than in recent years, which should allow for more networking opportunities, easier navigation between sessions, and an overall improved group experience. The meeting aims to provide a strong technical program and many opportunities for social and professional interaction.

The Host Committee once again reaches out to HFES Fellows as well as our young professionals and first-time attendees through several receptions organized by Host Relations Chair Susan Kotowski. For example, we have organized the first-ever Fellows' reception (Wednesday, September 21, 7:30–9:00 p.m.) and the First-Timers' Reception, which takes place just before the Gala Opening Reception. The Future Leaders and Volunteers reception will enable members to become more involved in HFES. It takes place immediately after the HFES Business Meeting on Tuesday, September 20, from 6:00 to 7:00 p.m.



Plenary Session

As usual, the Opening Plenary Session will honor our newly elected Fellows and recipients of HFES Society-wide awards. Following the presidential address by Anthony D. Andre—and in the spirit of being in Las Vegas—our keynote presentation will be a performance by world-famous illusionist Jeff McBride (<http://mcbridemagic.com/>). After his performance, Jeff will discuss the psychology of illusions, moderated by Tony Andre. Don't miss the plenary session on Tuesday, September 20, at 8:00 a.m.

Mobile Meeting App Coming Soon!

Considering the growing number of attendees who have smartphones, HFES is pleased to announce that for the first time, we will be offering a mobile meeting app for iPhones and iPads, Android phones, and devices that can access the mobile Web. Stay tuned for details!

Technical Sessions

Under the direction of Cheryl A. Bolstad, the Technical Program Committee and the Society's technical groups have developed an exciting and informative technical program that includes a balance of lectures, panels, symposia, demos, and posters. This year, special invited sessions have been organized through the leadership of many of the technical groups. The HFES Pioneers session, hosted this year by the Cognitive Engineering & Decision Mak-

ing Technical Group, is titled “Pioneers in Human-Automation Interaction Research.” Read the article by David Kaber (<http://www.hfes.org/web/HFESBulletin/jun2011CEDM.html>) in this issue for details about this session and the reception that follows. All attendees are invited to participate in these CEDM-TG events.

Tours

The Technical Tours Subcommittee, led by Christopher Cabrall, has arranged three top-notch and highly interesting tours. Here are brief summaries—the Registration Brochure and Web site will include more details:



Hoover Dam and Power Plant – Nevada-Arizona border. The Hoover Dam is a National Historic Landmark and has been rated by the American Society of Civil Engineers as one of America's Seven Modern Civil Engineering Wonders. Included is a 1-hour guided tour of the power plant and passageways within the dam and admission to the visitor center's displays, maps, and photo exhibits.

Nevada National Security – northwest of Las Vegas, NV. The Nevada National Security Site spans a 680-square-mile area. The Department of Energy and its predecessor agencies conducted nuclear tests and other atomic experiments at this location. The tour covers about 250 miles of this vast outdoor laboratory. Visitors will see artifacts and archaeological sites from the area's early settlers as

well as relics of nuclear-weapons tests, nuclear-rocket experiments, and a variety of other defense, environmental, and energy-related programs.

Zappos.com – Henderson, NV. Since its founding in 1999, Zappos.com has grown to become the largest online shoe store and has solidified its reputation for customer loyalty and service. The tour will include the Zappos Family Culture in action, the story of Zappos.com, the Zappos Customer Loyalty Team, coaching tools, and a presentation by a guest speaker from the User Experience group.

Student Community

Continuing a tradition that began in 2006, the Student Lounge will again provide a venue where students can network and socialize in a relaxed atmosphere. Jennifer Umayam, this year's Student Lounge Subcommittee chair, is organizing discussions and other events that will take place in the Lounge. Students are welcome to stop by to relax, meet other students, and discuss research activities. Bulletin boards will enable students to post information such as social outings and carpooling arrangements.

Other regular events for students are Student Career and Professional Development Day, on Monday, September 19, from 9:00 a.m.-4:30 p.m., and the Student Reception on Tuesday, September 20, at 5:00 p.m. In addition, the technical program includes three Student Forum sessions featuring student work.

Staying Connected

Attendees will be able to keep up with news and event updates through the daily newsletter, *The High-Roller Herald*. The Newsletter Subcommittee, led by Celeste Adamson, will publish articles about interesting activities and people at the meeting. To submit your own

news, see the separate article in this issue (<http://www.hfes.org/web/HFESBulletin/jun2011newsletter.html>).

We also encourage you to read late-breaking news and share your experiences at the meeting through Twitter and Facebook. The HFES Social Networking Operations Committee, chaired by Maryam Ashoori, is spearheading this effort. Follow the meeting on Twitter by searching for “hfes2011,” and feel free to tweet using the hashtag “#hfes2011.” By following the #hfes2011 tag on your mobile Twitter client, you can have a real-time dialogue with other attendees and organizers. A large computer display located next to HFES Central in the registration area will display Twitter updates in real time. A Facebook page called “HFES 2011” (linked to the Twitter account) will be your “go-to” Facebook site prior to, during, and after the meeting. There you can post great experiences, questions, photos, and videos about the Annual Meeting.



Exciting New Networking Event

The Student Philanthropy Committee, chaired by Tiffany Poole Wilson, is in the process of developing a scavenger hunt as a way to have fun while raising funds for student activities. The event will be Monday through Wednesday, and teams will identify human factors/ergonomics issues around the Red Rock. An official announcement and rules will be sent to members and registered attendees, so be ready to assemble your team of four. Our goal is to make this a signature event that will offer great memories, networking opportunities, and (for a few good searchers) prizes.

Experience Las Vegas

As our meeting planner, Steve Marlin, says in his article in this issue (<http://www.hfes.org/web/HFESBulletin/jun2011logistics.html>), Las Vegas is like no other city in the world. The Local Guide Subcommittee, led by Angela Wills, will provide a synopsis of the local flavor, nightlife, and must-see opportunities. If you are a first-timer to Vegas, you’ll want to visit the Strip to take in such sights as a pyramid, a scaled-down version of the Eiffel Tower, the canals of Venice, the New York skyline, a pirate ship, a flaming volcano, and one of the world’s largest fountains.

Our meeting venue, the Red Rock, offers numerous food and entertainment options, as Steve notes in his article. You can also plan day trips to hiking and rock-climbing sites in the mountain vistas near the hotel. The Local Guide Subcommittee will provide a list of additional restaurants.

It’s Time to Start Making Your Plans!

One of the main perks of the Annual Meeting is face-to-face interaction with your HFES friends, colleagues, and peers. This year, the Host Committee has been working hard to increase your opportunities for professional and interpersonal interaction by offering more social events and receptions at this year’s meeting. We hope that our efforts, and those of the Technical Program Committee and TGs, will make the 55th Annual Meeting one of the most memorable you’ve attended.

Las Vegas Logistics

By Steve Marlin, HFES Meeting Planner

Las Vegas is the only city of its kind in the world. With its exciting mega-resorts and world-class meeting facilities, Las Vegas beckons both the casual traveler and the serious meeting attendee. Whether trying your luck in the casino, hiking in the Red Rock Mountains, or experiencing some of the best shows anywhere, Las Vegas is a desert oasis with myriad things to see and do. The finest chefs from around the world have set up shop in Las Vegas. Entertainment abounds, from an array of Cirque du Soleil shows (including the Beatles' LOVE and ELVIS) to headliners such as Celine Dion, Donny & Marie, and Jay Leno. The Red Rock Hotel is not only our meeting venue, it's also a prime sightseeing spot.

Red Rock Hotel

Located a mere 20 minutes from the Las Vegas Strip, the Red Rock Hotel is far enough from the hoopla of the Strip that serious learning and work can take place, yet it offers table and machine gaming, great restaurants, a beautiful pool area, and great nightclubs, not to



mention a bowling alley, food court, 16-screen theatre, kids club, and Bingo parlor. The rooms are modern and spacious, with large flat-screen TVs, iPod docking stations, and comfortable beds. Take advantage of the Red Rock's world-class spa and 24-hour gym.

The hotel provides complimentary shuttle transportation: a daily round-trip service to and from McCarran International Airport, and shuttles

between the Fashion Show Mall on the Strip and the hotel. Shuttle schedules are updated regularly at http://www.redrocklasvegas.com/hotel/shuttle_info.php, and seating is limited. Cabs are also available, with fares averaging \$65. Ridesharing is encouraged.

The HFES group rate is \$190 per night, plus taxes, for single or double occupancy. A one-night's deposit is required. The special rate ends **August 26, 2011**, so book your room early at [https://rooms.stationcasinos.com/cgi-bin/LANSAWEB?procfun+rn+Resnet+RRS+funcparms+UP\(A2560\);:rcihfe;?](https://rooms.stationcasinos.com/cgi-bin/LANSAWEB?procfun+rn+Resnet+RRS+funcparms+UP(A2560);:rcihfe;?)

We look forward to seeing you at the Red Rock!

CEDM Pioneers in Human-Automation Interaction

By David B. Kaber, Chair, CEDM-TG

This year the Cognitive Engineering & Decision Making (CEDM) Technical Group (TG) will host a special session at the HFES 2011 Annual Meeting. "Pioneers in Human-Automation Interaction Research" will provide attendees with knowledge about the origins of human manual control in working with machine systems, operator functional state classification, and adaptive automation. Based on their seminal contributions to research in these areas, Peter Hancock, Richard Jagacinski, Raja Parasuraman, Christopher Wickens, and Glenn Wilson will participate in the session, which takes place on September 21 from 1:30 to 3:00 p.m.

- Hancock will provide a personal retrospective on adaptive automation.
- Jagacinski will draw parallels between control and decision theory.

- Parasuraman will trace the history of research on adaptive automation.
- Wickens will discuss manual control as a foundation for human-automation interaction.
- Wilson will address the use of physiological measures for operator functional state classification in adaptive systems.

Directly following the session, from 3:00 to 4:00 p.m., the CEDM-TG will host a reception to honor these pioneers and provide an opportunity for attendees to meet them. The technical session and reception are expected to promote further understanding of the origins, concepts, theories, and design principles of human-automation interaction.

The CEDM-TG Annual Business Meeting follows the reception, and all are welcome to attend these special activities.

Student Lounge Activities

By Jennifer Umayam, 2011 Annual Meeting Host Committee

The Student Lounge at the 2011 Annual Meeting provides student attendees with a place to network, prepare for presentations, or just enjoy a relaxing environment. This year, the lounge will also offer the following activities for students.

- **Informal Mentors:** Mentors will be available throughout the week to talk with students on an informal basis about topics such as finding a job in the field—in particular, what companies are looking for when hiring a new graduate, how to prepare for an interview, how to write a résumé, and more.
- **Meet and Greet:** Student Lounge hosts will organize lunch gatherings for students at various dining venues in the Red Rock to provide networking opportunities.
- **Map of Student Attendees:** A wall map will be provided for students to tack up their names showing where they are from.
- **Scavenger Hunt Team Signup:** Students will have an opportunity to find teammates and sign up for the first-ever HFES Scavenger Hunt!
- **Refreshments:** Food, drinks, and snacks will be provided throughout the week.

We look forward to seeing you in the Student Lounge!

Student Career and Professional Development Day

By Sandra K. Garrett, Student Affairs Committee Chair

Save the date! Monday, September 19, will be packed with helpful information targeted at today's students and tomorrow's HF/E professionals. Student Career and Professional Development Day at the HFES Annual Meeting provides an opportunity for students to focus on career preparation and transition and to learn from those who have gone through this preparation.

Panelists for the 2011 Annual Meeting Career Day event will represent both recent graduates and highly successful professionals from high-profile companies. Session topics will include discussion on networking skills, interviewing tips, and transitioning into the workforce.

Please plan to attend this special day of events devoted to students. Full details on the session topics and panelists will be included in the July *HFES Bulletin* and on the HFES Web site.

Support HFES With an Annual Meeting Sponsorship

The HFES 2011 Annual Meeting is an opportunity to promote your organization's products and services to human factors/ergonomics professionals from North America and around the world.

Reserving your sponsorship is easy with our online sponsorship reservation site (<http://www.hfes.org/Web/HFESMeetings/2011AMSponsorships.html>). Credit card transactions are secure, or pay by check. (If you need a pro-forma invoice, please contact registration@meetingplanners.com.)

Increase Your Visibility

Below are the sponsorship opportunities for the HFES 55th Annual Meeting. All Annual Meeting sponsors receive significant recognition through listings in the following:

- Annual Meeting Program
- on-site signage
- on-site daily newsletter

In addition, your organization's logo and name are included on the Sponsors page at the HFES Web site, with links to your site.

The following sponsorship opportunities are available. Note the reduced rates for student-focused events!

Internet Café - \$5,000 or two \$2,500 sponsorships

Simply provide a screensaver with your company logo for display on monitors at the free e-mail stations for attendees. This heavily utilized service is an excellent way to increase your visibility. Also includes signage; logo mousepads will be displayed if supplied by the sponsor (10 stations).

Coffee & Refreshment Breaks - \$2,500 each

Coffee and beverage breaks are offered in the Exhibit Hall and other locations Tuesday through Thursday morning and afternoon and on Friday morning. Attendees use these breaks to visit the exhibits and network with colleagues. Signs bearing the sponsor's name and logo will be placed in the area. The sponsor's representatives are encouraged to meet and greet attendees in the coffee break areas.

If you are interested in sponsoring or cosponsoring the **Opening Plenary Session**, which takes place on Tuesday, September 20, please contact HFES Executive Director Lynn Strother, 310/394-1811, lynn@hfes.org. The Opening Plenary Session features the keynote address and presidential address. This session, which kicks off the four-day technical program, traditionally attracts up to 800 attendees.

Focus on Students

Student Reception - \$3,000 single sponsor or three \$1,000 sponsorships

Each year, about 200 students gather on Tuesday evening (September 20) to enjoy refreshments and camaraderie. Awards are also presented. Signs bearing the sponsor's name and logo will be placed at the door and in an acknowledgment made during the program.

Student Lounge - \$1,000/day or \$5,000/week

The lounge provides a relaxing atmosphere for networking and mentoring. Sponsor(s) will be acknowledged in signage and may display information about the organization.

Mentoring Luncheons - \$1,500 or three \$500 sponsorships

Three luncheons (12:00 noon-1:30 p.m. on Tuesday-Thursday, September 20-22) will be held to provide students and early-career professionals with information and opportunities to develop mentoring relationships with established professionals in the human factors/ergonomics field.

Student Chapter Presidents Luncheon/Business Meeting - \$1,000 or two \$500 sponsorships

Here is another opportunity to promote your company to future designers, researchers, and leaders in the HF/E field. Student chapter presidents are provided with a complimentary lunch. Signs bearing the sponsor's name and logo will be placed at the door.

Student Career and Professional Development Day Afternoon Break - \$1,500 or three \$500 sponsorships

Student Career and Professional Development Day is a full-day program on Monday, September 19, and is geared toward helping students prepare for their careers. This sponsorship provides an opportunity to reach out to future HF/E professionals and includes signage bearing the sponsor's name and logo.

NEW! Early-Career Professionals Reception - \$3,000 or three \$1,000 sponsorships

This first-time social event, on Wednesday, September 21, will enable young professionals to network with attendees from industry and academia. The social is followed by a short program that will target specific topics of concern to early-career professionals.

How to Reserve a Sponsorship

Please go to the online reservation site (<https://www.signup4.net/Public/ap.aspx?EID=HFES19E>) and click the "Register" link at the top of the page (even if you are not booking exhibit space). If you prefer, you may download, complete, and return the Exhibitor/Sponsor Contract (<http://www.hfes.org/Web/HFESMeetings/2011ExhibitContract.pdf>). Sponsorships are allocated on a first-come, first-served basis on receipt of payment.

For information, including ideas for sponsorships not included here, please contact Dick Bublitz, 800/485-5029, 818/992-0366, dickbublitz@sbcglobal.net.

Join the Madness!

By Anne C. McLaughlin, Kelly Caine, & Richard Pak, Early-Morning Madness Cochairs

HFES will hold its second "Early-Morning Madness" presentations at the 55th Annual Meeting in Las Vegas, offering exciting 25-second previews of full HFES sessions. This may sound like an impossibly short amount of time to present your work, but we promise

that it will be fun and informative. If you are presenting a paper at the meeting, we encourage you to participate in the Madness session. We had a great time last year and are looking forward to applying all that we learned to make Madness even more informative and exciting!

Preparing Your Madness Presentation

In general, you will present a single slide and have 25 seconds to advertise your talk. You can even show a video, as long as it is 25 seconds or less in length. Feel free to be creative! If you exceed the time limit, we will stop you at the 25-second mark, and the next person will walk up to the microphone and begin. Your goal should be to give just the right amount of information so audience members will want to attend your full talk.

All authors will receive an e-mail containing the schedule, details, and requirements for Madness presentations. If you have any questions, please send an e-mail to HFESmadness@gmail.com. Don't miss this chance to advertise your talk—take part in the Madness!

55th Annual Meeting Joint Sessions

By Jennifer Ockerman, CEDM TG Program Chair-Elect

For this year's HFES Annual Meeting, several of the technical group program chairs coordinated to create joint sessions. Joint sessions help to foster the cross-pollination of ideas between the technical groups and perhaps create new collaborations. The joint sessions include lectures, discussion panels, and an invited address.

Information about this year's joint sessions is provided below (hosting TGs are designated in **bold**). Dates and times may change by the time of the meeting, so please be sure to check the online program (<http://submissions.miracd.com/hfes2011/itinerary>).

Sponsoring Technical Groups	Day/ Time	Type	Title
Aerospace Systems / Cognitive Engineering and Decision Making	Tuesday 3:30–5:00 p.m.	Lecture	AS2 – Impact of Automation in Aviation Systems
Aerospace Systems / Cognitive Engineering and Decision Making	Thursday 3:30–5:00 p.m.	Discussion Panel	CE10 - Addressing Human-Automation Challenges for the Control of UAS
Aerospace Systems / Training	Wednesday 8:30–10:00 a.m.	Discussion Panel	T2 - Extreme Teams: Is a Paradigm Shift Required?
Augmented Cognition / Cognitive Engineering and Decision Making	Thursday 8:30–10:00 a.m.	Lecture	AC2 - AC & CEDM Joint Session
Cognitive Engineering and Decision Making / Health Care	Tuesday 3:30–5:00 p.m.	Lecture	CE3 - Task and Needs Analysis in Health Care
Cognitive Engineering and Decision Making / Human Performance Modeling	Thursday 10:30 a.m.– 12:00 noon	Lecture	HP4 - Modeling Cognition
Cognitive Engineering and Decision Making / System Design	Thursday 1:30–3:00 p.m.	Lecture	SD4 - Systems Design Concepts and Methods to Support Cognitive Work
Computer Systems / Internet	Tuesday 10:30 a.m.– 12:00 noon	Lecture	I1 - Usability Engineering and the Web

Computer Systems / Internet	Tuesday 1:30–3:00 p.m.	Lecture	CS1 - Information Display and Control
Computer Systems / Internet	Wednesday 1:30–3:00 p.m.	Discussion Panel	CS2 - Human Factors in Games: Research and Development Challenges
Computer Systems / Internet	Thursday 8:30–10:00 a.m.	Lecture	I2 - Mobile Devices and Cyber-security
Computer Systems / Internet	Thursday 1:30–3:00 p.m.	Invited Address	CS3 - Supporting Activity Awareness in Computer-Mediated Collaboration—John Carroll
Health Care / Student Forum	Wednesday 8:30–10:00 a.m.	Lecture	SF3 - Human Factors in Health Care: Student Investigations of Stressors, Comprehension, and Diagnosis

Daily Newsletter Items Wanted

The HFES 2011 Annual Meeting newsletter, *The High-Roller Herald*, is now accepting items for publication. Topics may include any of the following:

- descriptions of demonstrations or exhibits
- dates and locations for university reunions/gatherings during the Annual Meeting
- features on invited speakers, other special guests, and HFES members
- previews of panels, debates, and unique sessions
- information on student-related sessions and activities
- announcements of new academic programs
- information on Technical Group special sessions and business meetings
- news of upcoming events, conferences, and books of interest to attendees

We encourage e-mail submissions before the meeting; however, we also welcome submissions from all attendees on site. Please submit dates and locations for university reunions or other meetings as early as possible.

If you would like to submit an article or learn more about how you can become involved with *The High-Roller Herald*, please contact Newsletter Chair Celeste Adamson at celeste.adamson@gmail.com. *The High-Roller Herald* also invites exhibitors and any other interested parties to advertise. Contact HFES Communications Director Lois Smith at 310/394-1811, lois@hfes.org, for details.

Take Advantage of the On-Site Career Center

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

Subscribers to the HFES online Career Center may reserve booths, tables, or both at the On-Site Career Center. For a reservation form, contact HFES by phone (310/394-1811) or e-

mail (placement@hfes.org) or download it at http://www.hfes.org/web/CareerCenter/2011_onsite_reservation.pdf.

Employers are encouraged to post job openings on the HFES Web site at <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 Career Center on the HFES Web site. 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 visit the Online Career Center (<http://www.hfes.org/web/CareerCenter/Placement.aspx>) or the to see a listing of employers conducting interviews during the Annual Meeting. Check back often, as this list will be updated frequently.

Showcase Your University Lab

This year's Annual Meeting will once again feature university laboratories that are conducting work in HF/E research and application. As in the past, lab posters will be showcased as part of the regular technical posters session. The aim of this showcase is to demonstrate the variety of HF/E educational and research programs, not to describe specific research projects. University lab posters may be attended or unattended by lab representatives. There is no proceedings paper associated with lab displays. Each lab's display will measure 8 feet wide by 4 feet high on a single side of a poster board. Each university may reserve only one side of a board.

Times available for displays are Thursday, September 22, either from 10:30 a.m. to 12:00 noon and from 3:30 to 5:00 p.m. During each session, 7 lab posters can be accommodated (14 total).

To reserve space to display your university's HF/E lab, send a request to Susan Marschner at the HFES central office (susan@hfes.org) by **July 15** and include the following information:

- Name of lab and university
- Name, phone number, and e-mail address of person responsible for the poster
- Description of the lab
- Preferred date and time (we will try to accommodate your preference)

Space will be allocated on a first-come, first-served basis on receipt of complete details. Confirmation and instructions for displaying your lab poster will follow via e-mail in August.

If you are not able to secure a poster space, remember that you can display your program's materials in the Exhibit Hall, booth 5. Simply bring your materials with you to the meeting and place them in the booth during setup hours: Tuesday, September 20, 8:30 a.m. to 2:30 p.m.

Space Requests for Special Meetings

Groups that wish to conduct special meetings at the 55th Annual Meeting are invited to submit requests for meeting space. Generally, meetings will be accommodated on a first-come, first-served basis; however, priority is given to meetings that are open to all interested attendees. Meetings that are open to members and attendees will be listed in the final program, which is distributed at the meeting.

To request a meeting time and space, contact HFES Executive Director Lynn Strother at 310/394-1811, lynn@hfes.org.

HFES Remembers Hal Hendrick



The international human factors/ergonomics community is mourning the loss of **Hal Hendrick**, past president of HFES and the International Ergonomics Association, whose battle with cancer ended on May 12. Hal's friend and colleague Andrew S. Imada has contributed a remembrance, which can be found at [http://www.hfes.org/Web/DetailNews.aspx?ID= 234](http://www.hfes.org/Web/DetailNews.aspx?ID=234), and HFES is inviting similar written tributes from Hal's friends and colleagues, to be published in a special issue of the *HFES Bulletin*. Please contact HFES Executive Director Lynn Strother (lynn@hfes.org) for additional information.

Candidates for 2011 Election of Officers and Executive Council Members

The nomination ballots have been tallied, and the following candidates have agreed to run for office. Ballots will be mailed on June 27 to all Full and Emeritus Members and Fellows in good standing. Completed ballots are due **July 27**.

President-Elect

Eduardo Salas, University of Central Florida
Scott A. Shappell, Clemson University
Joel S. Warm, Air Force Research Laboratory

Secretary-Treasurer-Elect

Kermit G. Davis, University of Cincinnati
Christopher B. Mayhorn, North Carolina State University
S. Camille Peres, University of Houston, Clear Lake

Executive Council Member At Large

Cheryl A. Bolstad, SA Technologies, Inc.
Chris Brill, Old Dominion University
Barrett S. Caldwell, Purdue University
Barry P. Goettl, Air Force Research Laboratory
John F. "Jeff" Kelley, IBM Interactive
Justin F. Morgan, Virginia Tech Transportation Research Institute

Dues and Meeting Fees to Remain Unchanged in 2012

By Ronald G. Shapiro, Secretary-Treasurer

Current budget projections show that it will not be necessary to increase either Annual Meeting registration fees or membership dues in 2012. This will be the fourth year in a row with no dues increase (the last increase was in 2008). During the same period, the Consumer Price Index increased by 4%, so one might have projected an increase of \$5 or \$10. In short, the Society is in great financial shape.

How is it possible for HFES to avoid dues and fee increases, given that the Society relies on dues and registration fees as its primary sources of income and faces the same price increases as everyone else?

- Our loyal membership has provided us with a consistent and reliable source of dues and Annual Meeting registration income.
- Our staff members have found ways to reduce costs.
- We have eliminated some expenses for activities and services that were not core to the mission of HFES.
- We have entered into a partnership with SAGE, which reduces our expenses and risk for producing our journals and increases our revenue for nonmember subscriptions.
- The primary delivery mode of the *HFES Bulletin* is electronic.

Although no organization is fully protected against unanticipated events, HFES is well protected. We purchase disaster insurance in the unlikely event that our Annual Meeting must be canceled because of an emergency. Furthermore, about 10 years ago, the Executive Council set a goal of establishing a contingency fund to cover our operating expenses for one year, should the need arise. By the end of 2011, our contingency fund will be fully funded. We hope never to have to draw on this fund, but it is there to ensure the Society's health.

The Society has initiated several programs to increase our strength, value to members, and appeal to nonmembers while minimizing cost. An active program has been initiated to increase HFES membership through such vehicles as our social networking sites. (The HFES LinkedIn group now includes more than 3,000 professionals.) We have launched a monthly webinars series, which will attract new members and bring in fees from nonmembers. In 2012, we will host a special meeting, which also has the potential to grow the membership and increase income through registration fees.

Finally, HFES continues to look for means to improve member services while reducing expenses by, for example, moving to electronic voting.

With continuing support from members, as we move forward, I anticipate that HFES will continue to have a bright financial future.

We Need Your Feedback! Revised Accreditation Criteria Coming Soon

By Nancy J. Cooke, Chair, Accreditation Task Force

Accreditation of human factors/ergonomics graduate programs is important to a significant portion of the HFES membership for a number of reasons—for example, to ensure program quality, to communicate program content, and to define the field for students and employers. Currently only 13 of the 75 graduate programs (http://www.hfes.org/web/Students/grad_programs.html) listed on the Society's Web site are accredited, and the accreditation process has been on hold for several years.

The purpose of this article is to announce the development of revised accreditation criteria and to solicit member input. The detailed current and revised criteria may be found at <http://www.hfes.org/web/educationalresources/2011accreditation.html>, and both sets of criteria are described below.

Existing Criteria

A survey in 2007 indicated that under the existing accreditation program, curriculum requirements that divided the field at the human neck (neck up, or cognitive, and neck down, or physical) and onerous paperwork were limiting factors for some programs. In response to these findings, the Accreditation Committee has been working to streamline the paperwork,

and the Accreditation Task Force has been modifying the curriculum requirements to expand the range of programs that could potentially be accredited while also recognizing new approaches and emphases in the field.

To be accredited under either the current or modified criteria, HF/E graduate degree programs are required to demonstrate adequate resources and qualifications of faculty and to meet certain curriculum requirements. In addition, under each set of criteria, each application is assessed by a committee of reviewers. The modifications described here apply only to the *curriculum requirements*.

The current requirements divide curriculum into core areas, specialization, and practical experience. Core areas include content pertaining to human properties, research, analysis and design methodologies, quantitative and computer skills, communication skills, and teamwork experience. Of most significance is the fact that human properties are categorized as “human as a physical engine” and “human as a cognitive system,” with both areas required in an accredited program, though not at the same depth.

Revised Criteria

The modified curriculum requires a core course in human factors/ergonomics and coverage in three core areas: an understanding of human capabilities and limitations, skills in carrying out evidence-based HF/E methods, and knowledge of application domains in the field of HF/E. In addition, professional skills that include practical experience, communication skills, teamwork experience, and HF/E affiliation are also required. The accreditation application will utilize a check-box system to indicate how each program satisfies the requirements for the three core areas.

Programs have a number of options for satisfying the requirements. Specifically pertaining to the human as a physical engine versus the human as a cognitive system, the modified requirements include 20 possibilities under the category Human Capabilities and Limitations (e.g., anthropometry, cognitive science, naturalistic decision making). Programs can also select “other,” which can include topical areas not listed; those areas will be vetted by the accreditation reviewers.

The modified requirements are intended to have several advantages over the current requirements. Consistent with the objectives of the current criteria, the modified criteria will continue to require that programs meet a very high standard of education quality. In addition, the modified criteria

- present a menu of options under three main core areas that provide a description of the flavor or emphases of the accredited program, which can be used by prospective students and employers;
- expand the core area of human capabilities and limitations beyond cognitive versus physical to include recent developments in the field (e.g., macroergonomics, situated action, naturalistic decision making);
- broaden the types of programs that could be accredited under the HFES umbrella (e.g., human-computer interaction programs that have no biomechanics course could potentially be accredited); and
- allow accreditation to keep pace with the fluid nature of our field through the use of “other” options while also providing a mechanism for tracking content and approaches in HF/E.

We’re Waiting for Your Input

The HFES Executive Council and Accreditation Task Force welcome your feedback about the modified curriculum, which can be found at <http://www.hfes.org/web/educationalresources/2011accreditation.html>. Please send your comments to survey@hfes.org by **July 8, 2011**. All comments will be considered in the next iteration of the requirements. We appreciate your input.

Q&A With Webinar Speaker Marc Resnick



Marc L. Resnick, a professor of human factors at Bentley University and an experienced HF/E forensics expert, is the featured speaker for the June 14 HFES webinar. In his presentation, **The Human Factors Expert: A Key Component in Forensic Investigation and Litigation**, Resnick will address important knowledge and best practices for HF/E practitioners who are interested in this work. The webinar is scheduled for 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.

This webinar is free for members. Details and a link to register may be found at <http://www.hfes.org/web/webinars/JuneResnick.html>.

Resnick spoke recently about his experiences and his advice for those who want to pursue a career in forensic ergonomics.

Q. Have safety improvements resulted from cases in which you or other HF/E forensics practitioners have served as an expert witness?

A. When awards are large, companies can become highly motivated to try to prevent the incident from recurring. Unfortunately, they often assume it won't happen again and ignore the hazard, hoping it will go away by itself. Most successful changes result when an organization gets sued several times for the same thing and loses many of those suits. It would be better if they would hire a/an HF/E practitioner before any incidents occur. Some companies do this, and I am happy to provide expertise to their side of the case.

Q. What kinds of cases have you worked on?

A. I think that most HF/E forensic professionals get involved in a wide variety of cases because of the diversity of our field. Personally, I have been involved in cases that involve all aspects of HF/E. Cognitive cases may involve Web site usability analysis to determine whether or not the design was partially the cause of an incident. For example, a magic company sold dangerous explosives to a 13-year-old because its Web site didn't adequately check for age or warn the child and his family.

Ergonomics cases may involve a worker who experiences a low-back injury, and my job is to determine whether the job could have caused it or whether the worker's training and supervision were sufficient. For example, a shipping company taught its warehouse employees how to lift safely, but the instruction featured a technique that was not possible in that workplace.

Management cases look at how companies manage their employees to see if their method is consistent with creating a safe environment. For example, there was a policy at a coal mine requiring miners to comply with several safety rules, but the direct supervisors put a great deal of performance pressure on workers and encouraged them to skip some safety rules to get their jobs done faster.

Q. What HF/E references have you relied on to support your testimony?

A. The only cases in which I use specific references are when I apply an HF/E tool and cite the paper that proves its validity. For example, if I am applying the NIOSH lifting guide, I will use the NIOSH publications that discuss its development and validation. If I am applying ANSI warnings standards, I may cite HF/E papers that discuss their effectiveness.

Q. What advice do you have for professionals newly entering the field who would like to pursue a career in forensics ergonomics?

A. I would recommend that they find an experienced HF/E forensics professional to be their mentor. I would also recommend taking the workshop that I help conduct at the HFES Annual Meeting on forensic best practices. [Details will be available soon.] This sounds self-serving, but it really is a good workshop. Both novice and experienced HF/E practitioners have found it useful.

Get Ready for NEM 2011!

By Raegan M. Hoeft, NEM Committee Chair

It's time to start preparing for National Ergonomics Month! NEM is now in its ninth year. Have you participated in NEM events in the last eight years? If not, there's no time like the present to get started!

Sign Up Now for the 2nd Annual NEM Expo

This is the official call for participation in the 2nd Annual NEM Expo, to be held on Monday, September 19, at the Red Rock Hotel in Las Vegas. Last year's NEM Expo was extremely successful, and we plan to build on that momentum this year. The NEM Expo consists of organizations and individuals putting together interactive booths where attendees can participate in and learn about outreach activities that have been performed in the past. All are welcome to reserve a booth or even a poster board for presenting your outreach ideas and activities. To have interactive dialogue, no idea is too great or small—reserve your space today!

Participate in the NEM Best Action/Implementation Plans

The NEM Committee invites all members, local chapters, and student chapters to create a plan of action that actively promotes NEM in your communities. For example, speak about HF/E at your local schools. Write an article on HF/E for your company or school newsletter or your community newspaper. Use the Internet—via social-networking, photo, and video sites—to upload materials and discuss HF/E. For more great ideas, visit www.hfesnem.org.

To participate in the 2011 contest, please include the following information in a Microsoft Word file and send it as an attachment to raegan.m.hoeft@lmco.com by **August 11**.

- Proposer's name(s), address, e-mail, and daytime phone number.
- Whether the entry is on behalf of an official local or student chapter. If so, please specify the chapter's name.
- Names of other professionals and/or students participating in organizing or implementing your action plan.
- Title of your action plan.
- Brief description of your action plan. What activities are planned?
- Timeline for your action plan. When will you be implementing it?
- Goal(s) of your action plan. What do you seek to accomplish?
- What audience(s) are you targeting (e.g., community, students, corporations, government)?

Awards will be presented for the best action plans at the 55th Annual Meeting in Las Vegas. Entries are also invited for the 2011 NEM Best Implementation Plan Contest. Details for both contests are available at www.hfesnem.org.

Other Ways to Promote NEM

The NEM Web site includes upcoming events for 2011. We encourage you to submit your events so that we can post them on the site. The benefits to posting your upcoming events include public awareness, possible collaborations with other events, and inspiration

for others to conduct their own NEM events. Additionally, do not be constrained by the October calendar. As World Usability Day continues to expand and we continue to collaborate with local Usability Professionals Association chapters in organizing November events, we welcome these and other postings on the Web site as well.

If you are planning to hold an NEM event this year and would like to hand out NEM bracelets and stickers, please send me a request at the e-mail below. We will be passing these out during the NEM Expo as well.

Put Your Stamp on NEM

Remember, no idea is too great or small. Help us celebrate NEM 2011. We encourage you to embrace all possible opportunities to promote HF/E to whomever, whenever possible—and of course, have fun doing it!

For more information or to reserve space at the NEM Expo or submit your NEM Best Action/Implementation Plans, please visit our Web site at www.hfesnem.org or contact me at raegan.m.hoef@lmco.com.

CALENDAR

June 2011

Paris Air Show, June 20-26, Le Bourget, France, <http://www.paris-air-show.com/en>.

Healthcare Systems Ergonomics and Patient Safety (HEPS) 2011, June 22-24, Principe Felipe Convention Centre, Oviedo, Spain, <http://www.heps2011.org>.

ASHRAE Annual Conference, June 25-29, Montreal, Quebec, Canada, <http://ashraem.confex.com/ashraem/s11/cfp.cgi>.

6th International Driving Symposium on Human Factors in Driver Assessment, Training, and Vehicle Design, June 27-30, Resort at Squaw Creek, Olympic Valley, Lake Tahoe, CA, <http://drivingassessment.uiowa.edu/>.



Sr. Usability Analyst wanted in Sunnyvale, CA to join Usability Research & Interaction Design Group. Define & create user research test plans & conduct usability research to meet usability expectations of end users. Must have Master's deg. in Human Factors Eng., Industrial Eng., or rel. ergonomic field & 3 yrs exper. in same type of job or 3 yrs. exper. defining & creating user research test plans, conducting/moderating usability research & performing relevant data analysis, incl. 2 yrs. using statistical data analysis methods (ANOVA, ANCOVA, factor analysis, repeated-measures design, multivariate data analysis & multi-dimensional scaling) & incl. 2 yrs. of user interface design exper. employing user-centered design methodologies, incl. multilingual user interface design & full life cycle design. Must also have exper. w/ statistical software (SAS, Minitab or SPSS). Exper. can be pre- or post-degree. Send resume to Gregory Lahue, Employment Specialist, Nuance Communications, Inc., One Wayside Rd., Ste. 100, Burlington, MA 01803.

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