



CONTENTS

ANNUAL MEETING2
NEWS2
ERGONOMICS IN DESIGN.....3
SHORT COURSES3

IN THE NEWS4
STUDENT VIEWS4
PEOPLE4
INSIDE HFES.....5
CALL FOR PAPERS.....7
CALENDAR7

Thoughts on HF/E Public Relations and Branding

*By Barry H. Beith,
HFES President*

Andy Warhol, noted philosopher and all-around weird dude, once noted that one day everyone would be famous for 15 minutes. After many years in business, it has become clear to me that hearing that prediction and realizing it are two entirely different things.

As human factors/ergonomics (HF/E) professionals, we are neither trained nor inclined toward doing those things that are the core activities of effective public relations, branding, marketing, sales, and promotion of the field, science, practice, not to mention our companies, departments, and the Society. But the ability to successfully brand a field or a business is critical and serves as a foundation on which to build new and expanding opportunities. And don't kid yourself – a great personal reputation for quality work, insightful research, and integrity and responsiveness of practice is all well and good, but it is not the foundation on which business growth and Society recognition can grow. We have had colleagues over five decades who have done great things, but we still fight the battle of nonrecognition as a field and a Society. Why? What is our fate? How do we use up, benefit from, or take advantage of (and stretch out) our 15 minutes?

I have picked up a few pointers over the years and would like to share them. They certainly are not trade secrets and definitely not brain surgery, cultism, high science, or magic. I must be honest, however, in owning up to the fact that I learned these things from people who were patient enough to teach me by example.

It's a Movie, Not a Snapshot

First, as we are often reminded, the activities associated with branding and public relations should be planned and implemented strategically. This means that they represent an ongoing succession of activities that continue to push out the information that you want to stick in the heads of the target audience, whether they are clients, colleagues, or the general public. In planning this, you get to decide what elements of the program you want to make important. Such elements can be company names, logos, acronyms, slogans, colors, or they can be tools, techniques, and areas of focus. For example, Nike's "Swoosh" is nothing more than a checkmark, yet it has been identified worldwide as representing the company. How many of us identified a duck with insurance before AFLAC?

It's a Personal Relationship

Let's face it, we don't tend to hobnob with reporters or editors. But if you want to be successful in marketing, public relations, and branding, you need to get to know a few of them. It's not that

hard. In fact, freelance writers and reporters can be pretty interesting folks and very helpful. Just remember that it's their job to attract attention to some bit of news they bring to print, video, the Internet, radio, or any other outlet for news of interest.

If you're in a company, focus on the business press first, but don't ignore opportunities to talk about events that are covered in the general press (e.g., newspapers). Get to know a freelance writer or two. Introduce yourself to a reporter from your local paper. Contact writers or editors of local business magazines or newspapers, trade journals, or technical newsletters. Let them know who you are and what you do.

Find out if your employer – whether a university, company, or government agency – has PR folks on staff who routinely push out information about important and newsworthy work within your organization. Feed those staff details about your work rather than waiting for them to come knocking at your door.

Remember that your relationship with reporters is personal. You want them to like you, so connect with people you like. You want them to make you look good and get your word out. You must also want to make them look good by giving them interesting things to write about and interesting stories to convey. Eventually, if the chemistry is there and you are patient, reporters will begin to truly understand what human factors/ergonomics is and what you do. At this point the effort becomes more synergistic and the ideas expand and flow.

Eventually the reporters, writers, editors, and internal PR staff will seek you out for your thoughts on emerging technologies, breaking events, and reactions to other stories. The key is to realize that this is their job and that the more they see you as helping them do a better job, the more they can help you get exposure and facilitate your public relations effort.

Don't forget that your efforts dovetail with those of the HFES staff, which is always looking for opportunities to promote the field and maybe even you and your work. Send HFES Communications Director Lois Smith (lois@hfes.org) information about your interactions with the media, whatever form that takes. These items are often published in the *HFES Bulletin* and will soon be included in a virtual news room at the Society's Web site.

Get Involved

It is one thing to live in a community and another to be a part of it. Even if your clientele are all over the country or the world, get involved in your base of operations: your community. You will be amazed at how many small efforts are not only needed

continued on page 7

Call for Student Volunteers

The Host Committee for the HFES 47th Annual Meeting, to be held October 13–17, in Denver, Colorado, invites full-time students to serve as student volunteers. Student volunteers perform many essential functions and help to ensure that the annual meeting runs smoothly. You need not be an HFES Student Affiliate member to volunteer.

To volunteer, please send the following information to the address below:

- Complete contact information, including e-mail address
- Your department, university, and current course load (must be full-time according to your university's definition)
- Your first, second, and third choices from the list of key areas given below
- Anticipated date of arrival at and departure from the meeting.

Address requests to Director of Member Services Carlos de Falla, HFES, P.O. Box 1369, Santa Monica, CA 90406-1369 USA; 310/394-1811, fax 310/394-2410, carlos@hfes.org.

Help is needed in the following key areas: **workshops and seminars** (October 13), the **HFES Placement Service** (October 13–16), the **registration desk** (October 13–15), **daily on-site newsletter** (October 14–16), **technical tours** (October 14–16), and **poster sessions** (October 14–16).

You may request assignments in specific areas, and every effort will be made to ensure you receive your first or second choice. About 80 student volunteers are needed. A limited number of reduced-rate hotel rooms will be available, so early student volunteer signups and annual meeting registration are strongly encouraged. (The early registration deadline is August 30.) Volunteer slots are limited and will be accepted on a first-come, first-served basis. Assignments will be made and instructions sent prior to the meeting. A student volunteers room will be available at the headquarters hotel for checking in for assignments, networking with other students, and obtaining signatures for completed work.

Students who volunteer for eight hours will receive a reimbursement of the full registration fee, and those who volunteer for four hours will be reimbursed half the registration fee. (Refunds are processed after the meeting.)

HFES Placement Service

The HFES Placement Service is the only service of its kind that caters exclusively to human factors/ergonomics professionals, with easy-to-use features for both employers and job seekers.

Employers

To recruit top human factors/ergonomics professionals, visit our Web site <http://hfes.org> and post a job, search the résumés, or do both. Candidates searching the database can send their résumés directly to your desktop.

Candidates

This service is free to HFES members! Post your résumé at <http://hfes.org> and search our database of available jobs. If you see a job posting that interests you, you can e-mail your résumé directly to the employer. If you prefer to remain anonymous, the "Confidential" selection protects your identity until you choose to become known to the employer.

Annual Meeting On-Site Placement Center

At each HFES Annual Meeting, the Placement Service provides an outstanding opportunity for employers and job seekers to meet in an informal setting or in prearranged interviews.

Employers subscribing to the HFES On-Line Placement Service may reserve space at the On-Site Placement Center for up to four days of interviews. Computers are made available for employers and candidates to perform searches on the HFES Web site. For more information about the HFES Placement Service, call 310/394-1811 or e-mail carlos@hfes.org. ☒

News

Ergonomics Advisory Committee Approved


In February, the Cal/OSHA Standards Board voted to authorize an advisory committee to study proposed reforms to California's ergonomics standard. The revised petition decision authorizes the advisory committee to consider proposed ergonomics language by the Division of Occupational Safety and Health (DOSH), in addition to a proposal by the California Labor Federation (CLF). The committee will be cochaired by the Standards Board staff and DOSH.

—Source: *Cal-OSHA Reporter*, Vol. 30, No. 9, February 28, 2003.

New Lab for Accessible Medical Instrumentation

By David Rempel

The U.S. Department of Education's National Institute on Disability and Rehabilitation Research has granted \$4.5 million



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to a consortium of universities and hospitals to establish the Rehabilitation Engineering Research Center (RERC) on Accessible Medical Instrumentation. This RERC is the first to specifically evaluate methods and technologies to increase the usability and accessibility of health care equipment for people with disabilities as patients and as health care providers. It will work closely with consumers, health care practitioners, hospitals and medical device manufacturers to increase access to and utilization of medical instrumentation and services by persons with disabilities. The consortium includes Marquette University, the University of California at San Francisco and Berkeley's Ergonomics Lab, the Western University of Health Sciences' Center for Disability Issues and the Health Professions (CDIHP), Human Spectrum Design, L.L.C., and Kaiser Permanente. ☒

ERGONOMICS IN DESIGN

HFETools: Call for Submissions and Ideas

By *Brian Peacock & Valerie Gawron, HFETools Editors*

Human factors/ergonomics practice occurs at many levels – predicting the outcome of many human/task/context situations may be very complex and require in-depth study, or because the opportunities for intervention are limited, the solution set may be very simple. For example, if a job requires digging a hole in the middle of the desert, then a first step, based on first principles of physics, will be an umbrella, not an air conditioner. In the cognitive arena, when designing a set of instructions for granddad's medicine, we should respect his eyesight and likely knowledge of biochemistry.

The HF/E profession has come a long way and produced outstanding descriptions of human characteristics, behaviors, and performance in many contexts. We have developed many validated tools that can be used by practitioners and customers with minimal training in the assessment of human variability. For example, if we want to buy a pair of shoes, we will get into the right ballpark with the help of a simple foot anthropometer. If we want to design a manual materials handling task, the NIOSH lifting equation will be a great help. If we want to prevent a pilot landing on the wrong runway, we have a variety of tools for assessing and predicting situational awareness.

All of these examples have their limitations in terms of their ability to predict system failure. We may need to fine-tune a design for a particular user population and particular conditions. Because of the pervasive challenge of human and situational variability, our predictions will always be probabilistic.

A series of articles has been proposed for *Ergonomics in Design* describing well-established tools that may be used with minimal training in their scientific underpinnings. We will actively seek out the developers of these tools to author these articles. The general format will cover two pages. On one page will be the tool, presented in a form that can be easily used; on the other page will be information about the tool's scientific basis, limitations and use,

and examples of applications. For tools that are computer based, we will identify URLs, so that would-be users can download the software if it is not proprietary, or a point of contact if it is available only from the author.

Although we will be contacting some tool developers directly, we also welcome articles on widely used tools from volunteer authors. In addition, we would like to hear from HF/E practitioners regarding the kinds of tools they feel would be of broad interest to the profession. Please send your comments and suggestions to bpeacock@ems.jsc.nasa.gov. ☒

SHORT COURSES

Fundamentals of Aircraft Performance and Design, May 31–October 31, 2003, distance learning course. AIAA Customer Service, 1801 Alexander Bell Dr., Ste. 500, Reston, VA 20191-4344; 800/639-2422, 703/264-7500, fax: 703/264-7657; custserv@aiaa.org, <http://www.aiaa.org/professional/index.hfm?pro=1>.

Modern Design of Experiments, June 21–22, 2003, Orlando, FL. AIAA Customer Service, 1801 Alexander Bell Dr., Ste. 500, Reston, VA 20191-4344; 800/639-2422, 703/264-7500, fax: 703/264-7657; custserv@aiaa.org, <http://www.aiaa.org/professional/index.hfm?pro=1>.

Cognitive Systems Workshop, June 30–July 2, 2003, Santa Fe, NM. Michael L. Bernard, Computation Initiatives, P.O. Box 5800 MS-1188, Albuquerque, NM 87185; 505/845-0815, fax 505/845-9724; mlberna@sandia.gov, http://www.unm.edu/cognitive_systems/index.htm.

Elements of Spacecraft Design, June 30–November 30, 2003, distance learning course. AIAA Customer Service, 1801 Alexander Bell Dr., Ste. 500, Reston, VA 20191-4344; 800/639-2422, 703/264-7500, fax: 703/264-7657; custserv@aiaa.org, <http://www.aiaa.org/professional/index.hfm?pro=1>.

Fundamentals of Industrial Hygiene, July 21–24, 2003, Chicago, IL. American Industrial Hygiene Association, 2700 Prosperity Ave., Ste. 250, Fairfax, VA 22031; 703/846-0747, fax 703/207-3561; infonet@aiha.org, <http://www.aiha.org/TheAcademy/html/pcih.htm>.

UAV Technology: Prelude, Progress, Predictions, September 14, 2003, San Diego, CA. AIAA Customer Service, 1801 Alexander Bell Dr., Ste. 500, Reston, VA 20191-4344; 800/639-2422, 703/264-7500, fax: 703/264-7657; custserv@aiaa.org, <http://www.aiaa.org/professional/index.hfm?pro=1>.

Spacecraft Systems Design and Engineering, September 21–22, 2003, Long Beach, CA. AIAA Customer Service, 1801 Alexander Bell Dr., Ste. 500, Reston, VA 20191-4344; 800/639-2422, 703/264-7500, fax: 703/264-7657; custserv@aiaa.org, <http://www.aiaa.org/professional/index.hfm?pro=1>.

Fundamentals of Industrial Hygiene, October 6–9, 2003, Las Vegas, NV. American Industrial Hygiene Association, 2700 Prosperity Ave., Suite 250, Fairfax, VA 22031; 703/846-0747, fax 703/207-3561; infonet@aiha.org, <http://www.aiha.org/TheAcademy/html/pcih.htm>. ☒

IN THE NEWS

Barry H. Beith, president of HFES and of HumanCentric Technologies, Inc., was interviewed on "Success Today," a local Research Triangle Park (North Carolina) Internet site and radio show. He discussed interface design and human factors in product development. The interview can be heard at <http://www.successtoday.com>. Beith was also interviewed by the Durham, North Carolina, ABC television affiliate, WTVD, focusing on the topic of human error and hospital systems in the aftermath of the death of transplant patient Jessica Santillan.

Mark Brauer was featured in the January 2003 issue of the *South Texas Informer & Business Journal*. The article describes Brauer's development of System Independence, a program designed for disabled users to operate a computer solely by voice control. ☒

STUDENT VIEWS

Call for Student Award Applications

By *D. Kristen Gilbert, Student Affairs Chair*

The Student Affairs Committee is pleased to have an opportunity for the fourth consecutive year to recognize and publicize the accomplishments of our students. The student members of HFES are a tremendous asset to the Society. We are fortunate to have such talented, upcoming professionals as colleagues.

In order to apply for these awards, students and/or chapters must send a completed application and supporting materials (four copies) to the address listed at the end of this article.

Student Member with Honors

The purpose of this designation is to honor students who have made an outstanding contribution to the discipline or HFES during their tenure as a student. Four distinguished students, **Haydee M. Cuevas**, **Emily Erin Wiese**, **Michele L. Reyes**, and **Jin-Yin Jian**, received this designation at the 2002 Annual Meeting in Baltimore. Students may apply for this designation when they apply for membership in HFES, or they may send an application when they have met the following eligibility requirements:

- Class standing of junior or senior for an undergraduate, or any graduate student
- GPA of 3.75 or its equivalent for graduate students (as evidenced by a transcript)
- GPA of 3.50 or its equivalent for undergraduate students (as evidenced by a transcript)
- Student membership in HFES, or application pending
- Successful completion of at least one human factors-related course with a grade of A or its equivalent (as evidenced by a transcript or letter from the instructor)
- Two letters of recommendation, at least one of which must be from a full Member of HFES
- At least two of the following:

1. A human factors-related presentation at a regional or national meeting (provide photocopy from program or letter from adviser)
2. Evidence of design contribution (e.g., award, patent, letter from supervisor)
3. Publication of human factors work in an approved journal (e.g., *Human Factors*, *Ergonomics in Design*, *Applied Ergonomics*, or any other journal approved by the awards committee)
4. Significant service to HFES at the national or local chapter level (provide letter from committee chair or officer of the group)

Outstanding Student Chapter Awards

The purpose of this award is to honor student chapters that have made an outstanding contribution to the discipline, HFES, their campus, or their community in a particular year. Up to three student chapters may be honored each year. Two exemplary student chapters were chosen to receive the award in 2002: **Virginia Polytechnic Institute and State University** and **University of Iowa**.

Examples of outstanding contributions include:

- Significant increase in percentage of membership in the student chapter or numerous chapter activities, such as colloquia and field trips
- Service to the community, such as sponsoring a design competition at a local high school or involvement in a career day
- Participating in a design competition, developing a product, or conducting a research project
- Service to HFES at the national or local chapter level
- Notable electronic presence (e.g., innovative use of a Web site)

In order to apply for these awards, chapters must provide supporting materials (four copies), including letters of recommendation, a written description of the activities of the student chapter, and other materials that will support the application, such as brochures, announcements, and videos.

The deadline for applications is *June 2, 2003*. For further information or to request an application for Student Member with Honors and/or Outstanding Student Chapter, contact Kristen Gilbert, University of Montevallo, Station 6440, Montevallo, AL 35115; 205/665-6445; gilbertk@montevallo.edu. ☒

PEOPLE

Ross Teague left Intel Corporation to join the technical staff of HumanCentric Technologies, Inc. as a senior human factors specialist. Contact him at the HCT main office at 111 James Jackson Ave., Ste. 221, Cary, NC; 919/481-0565 x217; rteague@humancentrictech.com, <http://www.humancentrictech.com>.

Michael Maddox of Sisyphus Associates has joined the technical staff of HumanCentric Technologies, Inc. as a senior scientist. Contact him at the HCT main office at 111 James Jackson Ave., Ste. 221, Cary, NC; 919/481-0565 x245, 336/210-2128 (m); mmaddox@humancentrictech.com, <http://www.humancentrictech.com>.

Robert Simon recently began work at the Center for Medical Simulation in Cambridge, Massachusetts as a senior scientist. Contact him at The Center for Medical Simulation, 65 Lansdowne St., Cambridge, MA 02139; 617/768-8902, fax 617/768-8915; rsimon@harvardmedsim.org.

Harry L. Davis, human factors and ergonomics pioneer and dedicated servant of the Human Factors and Ergonomics Society, died February 2, 2003. Harry cofounded the first human factors/ergonomics department devoted to nonmilitary applications in U.S. industry. He served as HFES secretary-treasurer, on various committees, as a member of Executive Council, and as president. He also served as IEA secretary general and president.

After high school, Harry's dream was to be a pilot in the U.S. Army Air Corps, but deficiencies in his color vision redirected him into aviation maintenance. He became an officer and served in the Air Service Command during World War II. Following military duty, Harry attended Columbia University and, upon graduation, went to work as an industrial engineer at Eastman Kodak Company.

Harry was responsible for improving manufacturing jobs at Kodak. He became aware of ongoing ergonomics research and participated in the Society's 1957 founding meeting in Tulsa, Oklahoma.

While analyzing a particularly demanding job, Harry collaborated with Charles Miller, with whom he cofounded the Human Factors Group at Kodak in 1960. Under Harry's management, the group's scope expanded to include user-centered product design. Harry fostered a multidisciplinary approach within the group, which became a benchmark and model for other companies starting human factors departments. *Ergonomic Design for People at Work* (1983) added to the group's prominence.

After retiring from Kodak in 1986, Harry established a consulting business, Ergonomic Solutions at Work, and operated a retail store called My Aching Back. He expressed his passion for helping people through his work in human factors/ergonomics to the very end of his life.

Harry's children (Harry, Nancy, and Lee), grandchildren (Pauline and Julia), and the large group of us who worked for him and enjoyed his friendship will miss him dearly. We fondly remember his infectious enthusiasm for the city of Rochester, his compassion for the worker in pain, his enjoyment of gardening and skiing, his dedication to family and friends, and his zeal for the profession of human factors/ergonomics.

Contributions in Harry's honor may be directed to the Rochester Chapter of the Nature Conservancy, 339 East Avenue, Suite 300, Rochester, NY 14604.

— Stan Caplan and Keith Karn ☒

Graduate Program Directory

Requests for updates to the HFES *Directory of Human Factors/Ergonomics Graduate Programs in North America* will soon be sent to currently listed programs. If you are aware of additional programs not included in the graduate directory, or do not receive an update request, please contact Alexandra Sartor in the Communications Department (alex@hfes.org, 310/394-1811). To view the current directory, go to <http://hfes.org>.

Member Benefits

The HFES Membership Services Department would like to remind you of the following member benefits. Use your HFES member ID number (which is found on your member ID card or the mailing label on your publications) when placing your order with these providers:

15% discount on books and 20% off journals from Lawrence Erlbaum Associates. LEA offers a wide range of human factors/ergonomics titles in areas including transportation, cognition, performance, and HCI. Call 800/926-6579, order via e-mail at orders@erlbaum.com or journals@erlbaum.com, or visit the LEA Web site at <http://www.erlbaum.com>.

15% discount on books and resources offered by John Wiley & Sons. Wiley offers a number of books in simulation, accident investigation, manufacturing, and other HF/E topics. Call Wiley toll-free at 800/225-5945, extension 2463, and refer to promotion number 9-4383.

15% discount on books from Taylor & Francis. This publisher has served the HF/E community for more than 40 years with books and journals for researchers, practitioners, and students. As a member of a society affiliated with the International Ergonomics Association, you are entitled to the IEA discount on journals as well. Visit them at <http://www.taylorandfrancis.com>.

15% discount on selected titles from Academic Press. Nine HF/E books are offered. Order by phone 800/321-5068; fax 800/637-8727; or e-mail ap@acad.com. Be sure to specify the following HFES member discount code: DM 54797.

20% discount on products from the Human Systems Information Analysis Center (HSIAC). Choose from software, human workload assessment tools like NASA-TLX and SWAT, observational data analysis tools like A.C.T. and MacSHAPA, reference materials like CDRL Maker and SPEC Maker, and publications in a number of categories, including cognition and decision making, control display design, and human performance. Call 937/255-4842 or visit the HSIAC Web site at <http://iac.dtic.mil/hsiac/products>.

Discounts on car rental from Hertz and Alamo. Enclosed with your renewal confirmation and membership card are special HFES member coupons with details about how you can take advantage of your rental discount.

HFES Welcomes New Members

The following individuals joined the Society from October 2002 through February 2003. Their membership applications are subject to final ratification by the HFES Executive Council at its next meeting.

Members

Melanie Alexandre
Daniel Anton
Sandra Bailey
Cindy Burt
Mary Campbell
Sun-Hwan Chu
Michael Curley
Gary Downey
John Dueweke
Steve Hempleman
Alan Hobbs
Dohyung Kee
Ann Lasko-Harvill
Chris Monteressi
Mark Palmer
Patricia Robinson
Scott Roggess
Michael Shinnick
James Staszewski
Robert Steinmetz
Krishnapradeep
Sukapurath Madathil
Carol Sullivan
Steven Tengler
William Tharion
Holly Vitense
Sabina Webb
Alexander Yemelyanov

Associates

Ralph Anderson
Yale Barkan
Jamie Brown
Darren Cole
Bruce Coulter
Frank Cristina
Jennifer Fish
Amy Hall
Tom Havir
Joshua Kennedy
Colin Mackenzie

Blake McGowan
Kristen Moreno
Heather Parker
Regina Pomranky
Dale Self
Charissa Shaw
Jason Young

Affiliates

Manny Alviso
Simon Banbury
Sangchol Bang
Nicoloe Beauloc-Yeon
Margaret Bitzer-
Abramowitz
Laurel Buxbaum
Kevin Corker
Laura Dove
Peter Erakovic
Scott Ewing
Sarah Geitz
John Gnauck
Marlena Goldblatt
SuzAnne Hanni
Daniel Hogan
Kurt Ising
Kristoffer Kappy
Alison Kather
Anna Langhorne
Nicholas Laurent
Terry Lolacher
Michael Martin
Les McFarling
Grady McIntire
Tsutomu Mochida
LaSandra Morris-Moore
Mike Mouawad
Gregory Niehus
Adam Oranchak
Rachel Pallett
Woojin Park
David Pelchen

Manuela Quaresma
Sushma Rao
Mark Reisweber
Larry Roderick
Bengt Schager
Robert Schumacher
Richard Simpson
Kyla Steele
Clayton Stephens
David Strohm
Melanie Walls
Julie Weltz
Susan Wicks-Simmons
Rich Williamson
Winnie Wong

Students

Bandar Alhowaish
Sirisha Alladi
Michael Ambinder
Bryce Anderson
R. Arun
Walid Bakkar
David Band
Kyle Behymer
Caroline Bell
Yogesh Bhatkhande
Keith Bishop
Carlotta Boone
Jon Boyer
Abbey Brake
Teryn Bray
Julie Bricker
Andrew Bryan
Kevin Cain
Naira Campbell
Ellen Carpenter
David Chan
Asawin Chintawon
Hyeg-Joo Choi
Gianni Circelli
Jose Concepcion
Anna Connelly
Maria Cuervo
Quang Dao
Theresa Davis
Heather Devine
Andres Diaz
Sara Diez
Birsen Donmez
Benjamin Doyle

Melissa Falzetta
Robert Francis
Talissa Frank
Maria Fumero
Gregory Funke
Alejandro Gamboa
Ji Gao
Jayaprakash Gnanam
Gustavo Gomez
Jessica Gosney
Justin Hagen
Ali Haghighi
Kim Hammel
Tacie Hart
Elizbeth Hatfield
Nathaniel Hatfield
Ryan Healey
Gillian Hillel
Nicholas Hoppenjans
Beryl Hsieh
Kristen Huang
Sean Jacobs
Sean Jones
Or Ka lun
Balaji Kamalakannan
Frances Karandy
Shiva Kashyap
Dong-Yool Kim
Katherine Kimble
Anna Kogan
Isaac Korn
Yong Ming Kow
Elaine Kuo
Frank Lacson
Jun-Seok Lee
Elizabeth Lerner
Changbao Li
Ji Lim
Yingzi Lin
Shuan Lo
Alex Logan
Carlos Lopez
Mashala Macias
Cheryl MacKenzie
Poornima Madhavan
Adam Madore
Maria Maldia
Jerry Malone
Katie McNerney
Justin Miranda
Camilo Molano

Jeffrey Morang
Jason Moss
Terry Moulaison
Jessica Munch
Sajitha Narayan
Manna Navai
Meghan Nelson
John (Ian) Norris
Aadaeze Nwaijwe
Lara O'Shields
Diego Ocampo
Jesse Perreault
Hemant Prabhu
Anuj Pradhan
Norelyx Ramirez
Ethan Rand
Louise Rasmussen
Antonio Rivas
Nadia Rivdeneira
Franklin Rodriguez
Natalie Sabin
Giancarlo Salinas
Yakelin Sanchez
Elizabeth Schmidt
Ruchi Shah
Cornor Sheehan
Oscar Shutt
Heather Stoner
Lesley Strawderman
Jennifer Strickland
Adina Teddoreescu
Peter Terrence
Hari Thiruvengada
Jennifer Thom
Evan Thomas
Benedit Uzochukwu
Erika Vargas
Juan Vasquez
Christopher Voorheis
Fred Waggoner
Charles Weaver
Frederick Weber
Shawn Weil
Rebecca White
Kirk Whitfield
Lisa Whitman
April Williams
Pa-Yi Wu
Yassierli Yassierli
Xianjun Zheng
Dave Zuverink



Safety 2004

The American Society of Safety Engineers invites applications from those interested in presenting at its 2004 Professional Development Conference, to be held June 7–10 in Las Vegas, Nevada. The objective of Safety 2004 is to give attendees the opportunity to determine key issues facing engineering health and safety professionals, improve their professional skills and knowledge, and prepare for the challenges in the EH&S fields. Advanced, technically oriented, and practical presentations are especially desired. Submissions must be postmarked by *July 11, 2003*. For further information, contact ASSE, Director of Professional Development, 1800 E. Oakton St., Des Plaines, IL 60018-2187; 847/699-2929, fax 847/768-3434; <http://www.asse.org>. ☒

Thoughts on HF/E Public Relations and Branding

(continued from page 1)

there but how much they help spread the word about you and what you do. Branding starts at home. It's just a side benefit to all the other good things you feel when you get involved.

Get involved in the professional community. People in the Chambers of Commerce, the local Kiwanis, Rotarians, Moose or Elk Clubs, and myriad other business groups can also help to connect you. You never know where a thread of networking will lead, but the theory about six degrees of separation has been brought home to me over and over.

Be Bold; Believe in Yourself and HF/E

In dealing with public relations and branding, we should all remember that not only is HF/E an important area of focus, but also many of the things we focus on are very interesting. You do have something to say, and it is worthy of the effort to disseminate it. Be bold in advocating HF/E as an important aspect of design and evaluation. Never feel that your first responsibility is to second guess either your role or the role of HF/E in incidents that occur or events that represent breaking news. One of the cornerstones of public relations is your belief in the science and discipline of what we do.

In conclusion, never underestimate the power of communication. The reason that HFES and the HF/E field have been hidden under a bushel for so long is that there are so few of us, the field is so young, and we don't blow our horn enough. If we wish to enhance the public relations value and branding of our profession, Society, and organizations in thought, word, and deed, we need as a professional community to get the terms *human factors*, *ergonomics*, and the *Human Factors and Ergonomics Society* out in "word and thought" if we wish to facilitate our ability to create the "deeds." ☒

Announcement deadlines: 1st day of the month prior to the desired issue; for events or deadlines within the first 3 weeks of a month, send information at least 2 months in advance. Items are published according to space availability.

- ★ **Aerospace Medical Association 74th Annual Meeting**, May 4–8, 2003, San Antonio, TX. Aerospace Medical Association, 320 South Henry St., Alexandria, VA 22314-3579; 703/739-2240, fax 703/739-9652; <http://www.asma.org>.
- ★ **American Industrial Hygiene Association Conference and Exposition**, May 10–15, 2003, Dallas, TX. American Industrial Hygiene Association, 2700 Prosperity Ave., Suite 250, Fairfax, VA 22031; 703/849-8888, fax 703/207-3561; infony@aiha.org, <http://www.aiha.org/TheAcademy/html/pcih.htm>.
- ★ **16th International Florida Artificial Intelligence Research Society Conference (FLAIRS-03)**, May 11–15, 2003, St. Augustine, FL. Avelino J. Gonzalez, Box 162450, School of Electrical Engineering and Computer Science, University of Central Florida, Orlando, FL 32816-2450; 407/823-5027, fax 407/823-5835; gonzalez@pegasus.cc.ucf.edu, <http://www.flairs.com/>.
- ★ **Intelligent Ships V**, May 12–14, 2003, Philadelphia, PA. Megan Sinesiou, American Society of Naval Engineers, 1452 Duke St., Alexandria, VA 22314-3458; 703/836-6727, fax 703/836-7491; msinesiou@navalengineers.org, <http://www.navalengineers.org/Events/Events.html>.
- ★ **57th Annual Quality Congress**, May 19–21, 2003, Kansas City, MO. American Society for Quality, P.O. Box 3005, Milwaukee, WI 53201-3005; 414/272-8575, fax 414/272-1734; help@asq.org, <http://www.asq.org/ed/conferences>.

★ *Indicates new listing.* ☒

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FLASH!

WRITE TO/FOR THE BULLETIN

HFES welcomes responses to any articles published in the *HFES Bulletin*. We also invite all members to submit short news items on any issue pertaining to the human factors/ergonomics field. Examples include significant activities in institutions, regulatory agencies, or industries. Items should address topics of interest to a broad segment of the membership and may be up to 1000 words in length. Send your letters and article submissions to Lois Smith (lois@hfes.org).

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