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## The President's New Clothes

*By David L. Post,  
HFES President*

My first reaction on learning I'd been elected president was, presumably, a common one: I was elated! After strutting about for a few minutes, though, the next reaction set in: Uh-oh – now what?

My wife, Connie, saw a major implication instantly. "You need a new suit," she announced with conviction. Alas, I'm ignorant of the metaphysics by which an HFES election turned my trusty gray two-piece into a hobo costume, but I've learned to trust Connie's expertise in matters of attire. For her part, knowing I'd rather run away with hobos than shop for clothes, she discreetly took charge of the procurement.

Of course, I'd considered the "now what" question before and shared these musings – which overlooked wardrobe considerations – in my campaign statement, but a few seconds on the phone had transformed the hypothetical into serious reality. So I developed specific objectives and shared them with the other members of the Executive Council at our meeting this past May.

More recently, the central office staff explained that one of my first presidential duties is to write a *Bulletin* article describing my objectives. This is like getting to use the same homework assignment in two classes! But it's also like having to parade publicly in emperor's clothes of one's own design.

I'll start with the same opening points I made to Council. First, a year isn't much time, so it's better to keep the list short, stay focused, and have some chance of actually achieving one or two items, rather than pursue numerous grand ideas and end the year having accomplished none. Second, I'm largely a pragmatist, and perhaps for this reason the major needs I see for HFES these days deal more with coordinating our outfits than pursuing fads.

So, my objectives are fairly down-to-earth matters that address needed improvements to our infrastructure. I think they dovetail nicely with initiatives Bill Howell has accomplished during his presidency and thereby provide valuable continuity in leadership direction, as well as leaving a healthier HFES for Barry Beith to lead after me. But let's see what you think: Are these clothes well tailored for HFES or more appropriate for a student who recycles homework?

**Update the HFES Strategic Plan**

It's been five years since we completed the first version of our strategic plan. Council calls it a "living document" – meaning it's always open to revision – but, in reality, we've left it unchanged so far. I think this is because so much work went into creating it, and once we were done, Council was understandably anxious to get on with implementing it. Since then, we've maintained our

focus on implementation and haven't spent much time considering revisions.

Over the past year or two, though, there's been a growing sense on Council that we've made good progress in executing the strategic plan, and it no longer reflects the Society's needs completely. The plan is meant to be a defini-

tive guide for setting priorities and choosing among competing demands, so it's vital that it be up to date. It's therefore time to revisit the plan, assess accomplishments, identify neglected elements and determine whether they've been downplayed for good reason or deserve to be re-emphasized, and add new elements to accommodate emerging requirements.

Council initiated the updating process at our May meeting, spending a full day brainstorming and developing an attack. Another day was devoted to strategic planning at our October meeting in Minneapolis, and I expect we'll continue adding a day for this purpose to our regular meeting schedule until we're done. If you responded to our last all-member survey, you're shaping the outcome, too, and we're planning opportunities for further participation via focus groups. I doubt we'll finish by the end of my term but believe we'll make substantial progress.



*HFES President  
David L. Post*

**Integrate the Plan with Council Meetings**

A weakness in our implementation of the strategic plan is that we haven't integrated it with Executive Council's meeting structure. Council meetings center on working through an agenda book, which the staff prepares. Each agenda book contains a section for each subcouncil, consisting of reports from the subcouncil and its committees. Attention focuses on action items contained in the reports.

This meeting structure ensures that Council addresses the action items, but it's bottom-up driven and tends to put Council in a reactive mode rather than the high-level goal-setting mode that's appropriate for the Society's policymaking body. The strategic plan is often an afterthought, dependent on Council members to remember and consider it, and our success in implementing it has been achieved despite our meeting structure rather than because of it.

I want to organize Council meetings around the strategic plan rather than let them be driven by committee reports. This change

*(continued on page 5)*

# Preliminary Call for Proposals

## Human Factors and Ergonomics Society 46th Annual Meeting

Pittsburgh, PA • September 23–27, 2002

*Mark Scerbo, Chair, Technical Program Committee*

The 46th Annual Meeting of the Human Factors and Ergonomics Society offers opportunities for participants to submit creative proposals for program materials of all kinds. Proposals are welcome from HFES members and nonmembers. New formats for presenting human factors efforts are also encouraged. Participants are invited to present proposals that will include case studies, debates, demonstrations, competitive product designs, videotapes, new methodologies, on-site experiments, and posters. Although traditional lecture and panel sessions will be the core of the program, innovative formats are especially welcome.

The meeting will be held at the Pittsburgh Hilton & Towers, the Pittsburgh Westin Hotel, and the Pittsburgh Convention Center. The Call for Proposals will be mailed to the membership in December 2001. This early announcement's purpose is to stimulate your interest in advance of the formal solicitation.

Most of the sessions will be organized by the Society's technical groups. The Call for Proposals will include the names of program chairs for each of these groups. In addition, you will have the opportunity to submit proposals to the chairs of General Sessions, Workshops, and Special Sessions.

### Key Dates

Proposals of all presentation types (lecture, panel, symposium, demonstration, workshop, seminar, alternative format, debate, poster, etc.) are due **FEBRUARY 20, 2002**. Acceptance notification will be sent in mid-April. Final papers for the proceedings CD-ROM will be due at HFES on June 24.

### Submitting Proposals

Detailed instructions for submission materials will be included in the Call for Proposals. Proposals should be submitted to one program chair only; do not send duplicate proposals to different chairs. All research and analyses described in your proposal must be complete at the time the proposal is submitted.

Visual aids used during presentations at the annual meeting will be expected to conform to written guidance that will be included with the proceedings paper preparation kit.

### Workshops

Workshops emphasize how-to, hands-on instruction and may be offered for continuing education credit in three- or six-hour sessions. Of particular interest are advanced-level workshops dealing with applications of human factors to design, state-of-the-art multimedia (hands-on) hardware and software, training techniques (including team training, visual performance, and/or display techniques), the use of theories and models in human factors, adaptive design for special populations, psychophysiology, and mathematical modeling techniques.

An honorarium of \$500 is paid for each three-hour workshop and \$1,000 for full-day workshops, to be divided among the instructors. The Society provides copies of handouts required for the workshop.

### Posters

Poster sessions are intended for presenters who desire a more intimate and interactive relationship with the audience and/or wish to give a more detailed presentation than can be accommodated in conventional lecture sessions. Posters are displayed for two 90-minute sessions; during the second 90-minute period, presenters are required to be present to discuss their work.

### Student Forum Sessions

HFES encourages proposals geared toward students. Past sessions include presentations on skills for transitioning from school to work or to an HF/E career from another field, employment trends in the HF/E field, and improving interviewing and résumé-writing techniques. HFES encourages students to submit work for a "Student Work Only" lecture session. Submission of completed work is desirable; however, work in progress will also be accepted. The format of the session will be such that feedback on work in progress can be freely given. There will be at least one student reviewer for each submission.

### Professional Development Sessions

HFES encourages proposals that address the development of



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human factors/ergonomics professionals. Topics for these sessions could include business issues such as business finances and accounting, small-business law and contracts for consulting, government regulations, government contracting, business and marketing plans, insurance and risk (professional liability), and employee benefits, to name a few. Corporate and consulting topics such as managing a human factors team, using human factors research to effectively design, human factors project management, and effective consulting practices are also desirable. Presenters should be capable of addressing issues from an experiential perspective (lessons learned, tips, etc.).

The sessions can take any format (e.g., seminar, lecture, panel, debate). Presenters of seminars, which should emphasize hands-on, how-to learning, receive an honorarium. (Seminar presenters with relevant expertise but no extensive human factors background, such as accountants and attorneys, may also submit proposals.)

### Special Sessions (Demonstrations, Videos, etc.)

You are invited to submit proposals for demonstrations, videotapes, on-site experiments, competitive product designs, new methodologies, case studies, or any other presentations that are not appropriate for traditional formats. We particularly encourage innovative ideas about alternative format sessions that will enhance the value of attendance at the annual meeting. These proposals will

be reviewed by the Special Sessions chair, and reviews will be coordinated with the appropriate technical groups.

### Proceedings Publication and HFES Copyright

Authors of accepted proposals will be invited to submit a paper for publication in the proceedings CD-ROM. Paper length and other requirements will be described in the instruction kit mailed to authors in mid-May; however, papers cannot be longer than five pages. It is the Society's policy to obtain copyright for all papers published in the annual meeting proceedings (except for work performed by government employees or under government contract, which may be in the public domain). However, the author and/or author's employer may reuse the material for any purpose without restriction or fee. Contact the Communications Department (see below) for more information.

### Nonmembers Are Welcome to Submit Proposals

Participation in the 46th Annual Meeting is open to both members and nonmembers of the Society. All speakers are required to pay the registration fee. If you know of nonmembers who would like to receive a copy of the Call for Proposals, have them contact the HFES central office at P.O. Box 1369, Santa Monica, CA 90406-1369 USA; 310/394-1811, fax 310/394-2410, lois@hfes.org. The Call for Proposals will also be available at the HFES Web site, <http://hfes.org>. 

## INSIDE HFES

## HFES Sustaining Membership

HFES encourages members and their companies and organizations to become Sustaining Members. Sustaining Members demonstrate a commitment to the field of human factors/ergonomics, and their contributions help to further the exchange of innovative knowledge and practices through Society programs and services.

Sustaining Members benefit from visibility at the HFES Web site and Annual Meeting. To join HFES as a Sustaining Member, contact Carlos de Falla, Director of Member Services, by phone at 310/394-1811 or by e-mail at [carlos@hfes.org](mailto:carlos@hfes.org), or visit our Web site at <http://hfes.org>.

HFES would like to acknowledge and thank the individuals and companies who continue to provide support for the Society as Sustaining Members:

### Diamond

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#### Systems Technology, Inc.

R. Wade Allen

you gain years of experience or education? Or that in order to vote in HFES elections, appear in the HFES *Directory of Human Factors/Ergonomics Consultants*, or hold certain Society offices, you must be a full Member?

It is easy to request a membership upgrade: Simply complete a Change of Membership form at <http://hfes.org/MemberDesk/Member.html>. No fee is required.

## Transitional Dues for Graduating Students

Student Affiliates are eligible for a special transitional dues rate. Upon graduation, former Student Affiliates will pay only half the full membership rate for their first two years as Associate members. The transitional member rate is available only to HFES Student Affiliates in good standing.

To upgrade your Student Affiliate membership to Transitional Associate member, refer to the dues renewal kit, which is in the mail. 

## Upgrade Your Membership

Did you know your HFES membership level is *not* automatically upgraded as

## Correction: Call for Journal Special Section Papers

The deadline for submission of manuscripts for an upcoming *Human Factors* special section, "Psychophysiology in Ergonomics," is *January 15, 2002* – not October 31, 2001, as stated in the September issue of the *HFES Bulletin*.

Please submit five copies of your manuscript by *January 15, 2002*, to Editor, *Human Factors*, "Psychophysiology in Ergonomics," P.O. Box 1369, Santa Monica, CA 90406-1369. Contact Michael Trimmel at michael.trimmel@univie.ac.at with any questions. ☉

## NEWS

## Ergonomics Regulation Announcement Postponed

The Department of Labor announced that it would temporarily postpone the announcement of a plan of action on ergonomics, in light of the events of September 11. The announcement, originally expected for the month of September, will be made later this year. Heavy involvement of the staff of the Department and the Occupational Health and Safety Administration in the rescue and recovery efforts at the World Trade Center and the Pentagon have prevented the department from devoting full attention to the issue.

Source: <http://www.osha.gov>

## Work-Related Fatalities Down

Data recently released by the Bureau of Labor Statistics indicates that 138 fewer workers died on the job in 2000 than in 1999, despite the fact that overall employment increased. The 5,915 fatal work injuries recorded in 2000 mark a decline of about 2% from 1999. Work-related highway deaths dropped for the first time since the Census of Fatal Occupational Injuries was conducted in 1992. Additionally, fatalities resulting from electrocutions, fires and explosions, and contact with objects or equipment were also down. However, deaths among Hispanic workers, especially in the field of construction, outpaced their increased involvement in the workforce.

Source: <http://www.osha.gov>

## HFES Goes to Washington

David Woods and Gerald Krueger visited Capitol Hill recently in order to bring human factors to the forefront of governmental

decision making regarding voting reform and defense research, respectively.

Woods testified on "Technology Issues and the Voting Process" before the House Committee on House Administration. View his testimony at [www.apa.org/ppo/issues/swoods\\_elect52401.html](http://www.apa.org/ppo/issues/swoods_elect52401.html) and the full hearing transcripts at [www.house.gov/cha/business/transcriptsedited052401.htm](http://www.house.gov/cha/business/transcriptsedited052401.htm)

Krueger participated in the June 6 Coalition for National Security Research reception and lobbying day on Capitol Hill. The purpose of the day was to demonstrate the importance of basic research within the Department of Defense through recognition of congressional support and exhibition of work.

Source: Psychological Science Agenda, *September/October, 2001*, <http://www.apa.org/science/psa/psacover.html> ☉

## CHAPTERS

## HFES/IDSA Meeting of the Minds

By *Paul Schwab, CPE*,  
*HFES North Texas Chapter Secretary/Treasurer*

The North Texas Chapters of the Human Factors and Ergonomics Society and the Industrial Designers Society of America hosted their second joint Meeting of the Minds Learning Symposium at the Grapevine, Texas, Convention Center on Friday, September 21. Five speakers representing the human factors and design professions presented topics focusing on the overlap between the two disciplines. A total of 42 people participated in the day-long event, including human factors and design professionals, students, and vendors. Overall the program was a success, and the two groups hope to have more events like this in the future.

Chapter Presidents Madina Joshi (HFES) and Tony Shoemaker (IDSA) kicked off the day's events. Edie Adams, hardware user research manager at Microsoft, was the keynote speaker and gave an overview of Microsoft's product development process and product design inspiration. She discussed how Microsoft develops products to achieve a "performance aesthetic" and presented several product case studies. Ken Maxwell, cofounder of Ergonomics with Stick Networks, gave an overview and demonstration of the company's latest handheld product and discussed the human factors and design considerations and research that went into the hardware and software design. Bill Cushman, a human factors consultant with Highland Technologies, gave a presentation entitled "Transgenerational Design." Outlining the human factors changes that occur with aging, he also recommended product design strategies to accommodate an aging population. Paul Sherman, usability manager with Austin Usability, presented an overview of designing software user interfaces to ensure accessibility for disabled users and outlined available usability standards and guidelines. Finally, Jerome Malinowski, professor and head of the Industrial Design Program at the University of Louisiana at Lafayette, talked about his

experiences designing U.S. Olympics bobsleds and the challenges of designing these vehicles to meet the needs of the users the sport.

*Paul Schwab, CPE, is an ergonomist and member of the technical staff with Texas Instruments Worldwide Environmental, Safety and Health Services. Paul works with TI's manufacturing sites to develop ergonomics programs and helps them to develop and implement solutions to ergonomics concerns.* ☒

## OTHER SOCIETIES

### Workshop Discount

The Society for Technical Communication (STC) and Performance Technology Associates, Inc. (PTA) are offering a 10% discount to all HFES members who attend any PTA workshop. PTA provides workshops on documentation, training, and interface design. For more information, visit <http://www.p-t-a.com>.

### On-Line Community Survey

The Institute of Industrial Engineers (IIE) is developing an Applied Ergonomics Networking Community (AENC) that will allow ergonomics practitioners to share ideas and solutions throughout the year via the internet.

Please fill out a brief survey at <http://www.iienet.org/AppliedErgoSurvey/> and let the AENC planning team know how this community can best suit your needs. All survey results will be kept confidential. ☒

## PEOPLE

**Kim J. Vicente** received the Premier's Research Excellence Award, valued at \$100,000, from the Ontario Ministry of Energy, Science, and Technology. These awards were created to help Ontario's world-class researchers attract talented people to their research teams. Vicente was recognized "for investigating factors that may determine how well subjects are able to effectively use an ecological interface design system."

**Rodger Koppa** has retired from Texas A&M University and the Texas Transportation Institute. He will be doing some consulting and writing, as well as advising students as associate professor emeritus at A&M. He can be contacted at [rkopp@iemail.tamu.edu](mailto:rkopp@iemail.tamu.edu) or 979/845-3450.

**Mica Endsley**, president, SA Technologies, accepted NASA's 2001 Woman-Owned Business of the Year award on behalf of her company. Located in Marietta, Georgia, SA Technologies is a cognitive engineering firm specializing in the development of operator interfaces for advanced systems, including the next generation of systems for aviation, air traffic control, medicine, and military operations. ☒

### *From the President* (continued from page 1)

will build the plan into the meetings so it will be considered automatically during our decision making. It will be difficult to accomplish this redesign without sacrificing the efficiencies of the current process, but I'm convinced a good design will enhance Council's effectiveness and maximize the benefits of having a strategic plan.

### Rethink Our Legal Code

A task force is doing a long-overdue spring cleaning of our bylaws and operating rules. Once this work is complete, we should conduct a more fundamental evaluation of these two documents. The only practical difference between them is that bylaws changes require approval by the membership, whereas operating rules are solely Council's purview. But what basis is there for deciding whether a topic should be addressed in one document versus the other? We have no guiding philosophy that answers this question. Furthermore, as some of you know, our operating rules have become too lengthy, complex, and restrictive. We should streamline them and place their emphasis on describing desired outcomes so our volunteers have more freedom to innovate.

### Create a Council Handbook

Each election typically brings one or two new members to Council. These people face a steep learning curve, and it often takes several meetings before they become fully acquainted with their duties and Council's procedures. This means they're less effective during the first year of their three-year term. Of course, newcomers to any group will always need time to become integrated, but we can aid the process by providing written guidance. I'm pleased to report that we've achieved this objective already by producing a first-generation Council handbook.

### Energize Our Finances

Our cash reserves must be increased to meet members' long-term needs and upgrade our infrastructure. Achieving this objective will be challenging because for various reasons we'll end 2001 with a substantial deficit. Cutting expenses and raising dues are necessary components of the solution. My preference, though, is to focus on growing our net income in other ways, and our budget history shows that the most promising alternatives are our publications and annual meetings. Innovation in both areas can increase their contributions to our bottom line significantly.

### Fashion Review

Well, there you have it – my parade is complete. Perhaps I'm wearing more material than is necessary for a one-year journey, and it may not be the fanciest you've ever seen, but I think it's all durable stuff. If you'd like to offer a fashion tip, I invite you to send me an e-mail at [david.post@wpafb.af.mil](mailto:david.post@wpafb.af.mil).

Meanwhile, Connie has found me a handsome new suit, which debuted at our annual meeting in Minneapolis. I hope you were able to come and admire her improvement to my image. And if you understand the mysterious connection between elections and clothing life cycles, please educate me. ☒

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Opinions expressed in BULLETIN articles are those of the authors and should not be considered as expressions of official policy by the Human Factors and Ergonomics Society.

## FLASH!

**Deadline for receipt of 2002 Dues: January 15, 2002. Renewal packets are in the mail.**

**Deadline for submitting nominations for new HFES Fellows: February 1, 2002. Call HFES today to request a nominating packet.**

**Changed you address lately? Please send details to HFES, P.O. Box 1369, Santa Monica, CA 90406-1369 USA or update your listing on line at <http://hfes.org>.**



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