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## PR Pays Off

*By Lois Smith, HFES Communications Director*

How would you like to appear on *The Oprah Winfrey Show* and talk about your human factors/ergonomics research in front of an audience numbering in the tens of millions? If that seems far-fetched, it's not. Just ask University of Utah psychology professor David Strayer, who [appeared on January 18](#) to talk about the numerous articles he and colleagues (including Frank Drews, see below) have published on the dangers of distracted driving.

Equally widely visible is the work of another University of Utah Psychology Department researcher, Frank Drews, whose [recent Human Factors paper](#) on texting while driving (with Strayer as well as Hina Yazdani, Celeste Godfrey, and Joel Cooper) made news around the world. Within minutes of the distribution of the Society's December 21, 2009, [press release](#) via EurekAlert.org – and with the help of the university's communications whiz, Lee Siegel – dozens of online and print news media had picked up the story. The list includes, to mention just a few, Reuters, MSNBC, *USA Today*, NPR, *PCWorld*, and *China Daily*. Blog posts helped spread the news even more broadly. There's even a Wikipedia entry for "[Texting while driving](#)."

Not every HF/E professional can expect to appear on Oprah's show, but if your work has implications for safety, health, technology, and similar topics of interest to the general public, you might someday find yourself being interviewed on local or national TV or radio. However, that can't happen unless you are actively promoting the value of your work. Below are a few suggestions for spreading the word and examples of their effectiveness.

### PR Tools

As noted in previous *Bulletin* articles (see References), you can inform the public and the media about your HF/E work through many vehicles, including press releases, opinion articles, letters to the editor, and stories and notices in company and institutional publications. And don't forget that HFES is an excellent vehicle for your stories. We can help you achieve broad recognition through our press releases posted on the [HFES Web site](#) and at [EurekAlert.org](#), and especially through our partnership in the American Institute of Physics' [Discoveries and Breakthroughs Inside Science](#) program. A DBIS impact report in 2008 indicated that depending on the topic and the region, DBIS's 90-second

HF/E science news stories had reached between 3 and 14 million households via local TV network affiliates.

**When you have newsworthy content, let us know.** Contact me at [lois@hfes.org](mailto:lois@hfes.org) or 310/394-1811.

### Working With PR Pros

If you're based at a company or institution with a PR or communications department, be proactive about asking PR staff to promote your media-worthy projects.

Many universities produce magazines and reports highlighting the work of their faculty, such as *Research Horizons* from Georgia Tech. That publication is distributed three times a year to 18,000 individuals and organizations, which includes about 2,000 media contacts. [Research news](#) is posted on a regular basis.

Lee Siegel – who was a science reporter for 25 years before joining the University of Utah's public relations office – says the most effective way to gain media attention for a university is by publicizing research done by faculty members. Faculty should contact their campus PR office *well before* a potentially newsworthy study is published or presented at a meeting. Siegel prefers to receive such studies when they are submitted and no later than when they are accepted. The science media are much less likely to write about research if they receive a news release after the study is published.

Siegel says studies that are newsworthy tend to have relevance to readers' health and other aspects of their lives, and to society and modern problems, or simply inspire laypeople to think, "Gee whiz!"

During the past decade, Siegel has written a half-dozen news releases on research by Strayer and Drews on driver distraction caused by cell phones. Because the subject is relevant to so many people, no other area of research on campus has generated so much ongoing publicity in recent years, he says.

"Researchers must be ready and available for media interviews if a news release is issued on their work," Siegel notes. "Many reporters work on tight deadlines. If you are not available when they try to reach you, they may move on to something else."

David Strayer reports that his Oprah experience was positive. "I'll admit that I'm not a regular viewer of *The Oprah Winfrey Show*. But when they contacted me, I was impressed by the professionalism of their staff. They had already read several

## PR Pays Off

(continued from page 1)

of our papers. Later on, I worked with the staff to develop simple graphics to illustrate the general principles from our research. It took a fair bit of time and effort, but the result was an effective way to disseminate our research to the general public. Best of all, I didn't have to wear any makeup."

Frank Drews notes, "The initial response to the [texting while driving] paper was overwhelming. I was on the phone and in the driving simulator for the TV teams for about two days, ten hours a day. The most impressive part of this experience was the level of interest and excitement that was expressed for human factors. I think that by being available for the media, by explaining in clear and plain language what we are doing and how this applies to people's lives, we can make a significant impact. And changing things for the better is what our work is about."

### Piggyback on Other News

As the saying goes, "timing is everything," especially in the news world. Incidents regarding safety and health that get media attention often have HF/E implications, which opens opportunities to talk and write about your work. For example, HFES member Najmedin Meshkati has been quoted in numerous newspaper and magazine articles about incidents at rail crossings and on airport runways. He has also published opinion pieces on the subject. Member Alan Hedge is frequently consulted by reporters about office ergonomics and related topics. Among his other credits, he has appeared on NBC's *Today Show* and the CBS News program *The Early Show*.

Hedge, one of the most-often-quoted professors at Cornell University, is contacted by several journalists almost every week. "Talking to the media takes time away from other activities," he says, "so decide how much you want to do this at the outset." He offers the following suggestions for dealing with the media:

- "Choose interesting topics and be prepared to summarize your research in a brief and simple 'elevator pitch' or 'sound bite' statements.
- Be enthusiastic about your research, and be sure to communicate the importance of your work. Enthusiasm increases the chance that a journalist will begin to rely on you as a future resource.
- If you have put out a press release on your research, or if you find that you are getting asked the same questions by many journalists and it takes a long time to give full answers, set up a Web page that summarizes everything you want to say, with links to materials reporters will find of interest.
- Be prepared to explain your research in simple, everyday language, because most journalists do not have any training in our discipline.
- Contrary to our academic training, be prepared to take a clear position on your research (even if you have doubts) rather than qualifying this with 'possibilities' or 'maybes.'"

The launch of a new gadget is another great launchpad for promoting HF/E work. For example, the release of the iPhone generated plenty of news, including comments about its usability. User Centric, some of whose staff are HFES members, performed a usability study about the device and posted it on the company's

Web site. *PCWorld* published an article based on that study, "[Apple's Phones Prompt iTypos](#)," which was picked up by ABC News. (The researchers later published a paper on their work in the 2008 HFES Annual Meeting Proceedings: Allen et al., 2008.)

Numerous scientific organizations promote their fields via observances held at various times of the year, and they encourage scientists and other practitioners to participate in activities tied to the theme. Such topically focused activities may present opportunities to generate news about media-worthy HF/E work. Examples of science-based observances include HFES's [National Ergonomics Month](#), which occurs each October; the International Ergonomics Association's Global Ergonomics Month (October); the Usability Professionals Association's [World Usability Day](#) (November); and the National Academy of Engineering's [National Engineers Week](#) (February).

In addition, March 7–13, 2010, is [Patient Safety Awareness Week](#). Given the growing impact of HF/E work in this area, PSAW can be an effective news vehicle for highlighting research and applications at the local level. The U.S. government lists many other [national observances related to health](#).

### Gauge Your Impact

Google can help you track your impact in the news and on the Web for free. Using keywords that apply to your work and/or your organization, simply [set up e-mail alerts](#) for hits on the Web in general and at [news.google.com](#) for hits in news articles and press releases. Alerts can be set up to arrive daily or less frequently.

Fee-based services can also help you distribute your PR message and report on its impact. Distribution sites include [EurekAlert.org](#) and [Newswise](#), whose postings are often picked up by smaller distributors targeting specialized audiences.

### Benefits Abound

The PR payoff for HF/E research perhaps has not been more strongly evident in recent years than in Oprah's [No Phone Zone](#) campaign. It's reasonable to argue that an abundance of research, including that of HF/E professionals, fueled this campaign and legislation intended to protect drivers, passengers, and pedestrians.

When you proactively promote the value of your HF/E work, you benefit not only yourself and your institution but also the field, HFES, and society in general.

### Acknowledgments

Many thanks to David Strayer, Frank Drews, Alan Hedge, and especially Lee Siegel for their contributions to this article.

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## Software Ergonomics and Human-Computer Dialogues

*By Daryle J. Gardner-Bonneau, Chair, U.S. TAG to ISO/TC 159*

The Software Ergonomics and Human-Computer Dialogues Working Group (ISO/TC 159/SC 4/WG5) is one of the busiest working groups in the International Organization for Standardization's Technical Committee 159 – "Ergonomics." The group met in January in Austin, Texas, at AT&T Labs to work on a number of documents important to those who design software user interfaces. U.S. committee members attending the meeting were Aaron W. Bangor of AT&T Labs, James R. Williams of Synergetic Applications, and me (Bonneau and Associates). The meeting also included representatives from the UK, Canada, Germany, and Japan.

Following relevant reports from other ISO and International Electrotechnical Commission (IEC) working groups germane to the work of SC4 WG5, the working group focused on three of its work items under development. One of these is ISO CD 9241-143, *Form-based dialogues* (ISO 9241 Part 16 under the old numbering system). A number of new technologies and dialogue design techniques for user interfaces have been developed since ISO 9241 Part 16 was originally published as an international standard. Much of this new material was incorporated at the meeting, and the document was restructured to some extent to accommodate this material and the update of the guidance overall. Document editor Jim Williams will prepare a new draft, which the working group agreed should proceed to balloting as a Draft International Standard (DIS) by April 30.

The second major document discussed in Austin was ISO WD 9241-154 – *Design guidance for interactive voice response (IVR) applications*. This document is based on ANSI/HFES 200.4 and is being updated and expanded to include more guidance on speech-enabled IVR dialogues and relevant information on using natural-language dialogues in IVR applications. Following the work completed in Austin, the working group agreed that I, as document editor, should prepare the first committee draft (CD) by February 19 for balloting so that the comments can be reviewed at the working group's next meeting in Paris on June 16–18.

Finally, time was devoted to the resolution of comments on ISO DIS 9241-129 – *Individualization*, which is furthest along in the ISO standardization process. Document editor James Carter (Canada) is to incorporate the changes made in Austin into a final draft that the working group agreed should be balloted as an FDIS (Final Draft International Standard). The group further agreed that the title will be changed to *Guidance on Software Individualization* to clarify that the content refers only to software.

Those interested in participating in this working group, or in reviewing documents as a member of the U.S. TAG to ISO/TC 159/SC 4, should contact TAG Chair Jim Williams at [ergojim@earthlink.net](mailto:ergojim@earthlink.net).

## New Directions for *EID*

*By Carol Stuart Buttle, Editor, Ergonomics in Design*

*Ergonomics in Design*, now in its 18th year of publication, has been nurtured and sustained by its editors and HFES members to become a rich source of diverse and interesting articles on the applications of our profession. *EID* began, to quote Daryle Jean Gardner-Bonneau, the first editor of *EID*, as a "platform upon which we can effectively communicate our problems, solutions, opinions, and ideas – not only among ourselves but, more important, to our clients, our customers, and our colleagues in allied professions." The quarterly has progressed through the years and has become valued by the members of the Society. In the latest HFES publications survey, 80% of respondents regarded *EID* as very or somewhat useful in their work.

I am honored to take over the reins as editor of *EID* from Melody Carswell. Melody has my heartfelt thanks for her wonderful assistance through the handover. As we move forward, I hope to build on the success of *EID* under Melody's editorship.

### Rich Content, Balanced Issues, and Accessible Science

As editor, I plan to perpetuate the original objectives of *EID* in the context of our current times. As you all are aware, keeping up with the literature in our field can be a challenge. *EID* is a reliable resource that can help you stay current. In *EID*, not only can we share interesting applications, but we can also support that information by providing links to data, core research papers, standards, and refreshers on the science behind an article. These are just a few of the ways we plan to provide a rich blend of useful information to *EID* readers. You will notice some of these enhancements in the Winter 2010 issue, our Health Care Special Issue.

Many of us have become specialized in our work domains. Another goal for *EID* is to have each issue be of interest or value regardless of the reader's specific area of expertise. We will strive to keep the issues balanced and to draw from the articles the core science that we can all apply or of which we need to be aware.

*EID* readers are primarily members of HFES, but we intend to reach out to the many practitioners who are not members by taking the science to them. A strong Web presence provides immediate access to information. I plan to investigate how to develop *EID* on the Web to provide more links to useful information and to facilitate subject searches so that we might grow to be practitioners' primary science resource.

### Submit Your Work!

This exciting evolution of *EID* is ambitious and necessary but also dependent upon us all. Quality articles, interesting and useful content, and cohesive issues are possible only if we receive submissions from you, the practitioners, researchers, and students in the field of HF/E. I invite you all to contribute to *EID* so that it becomes a publication that each one of you reads as well as draws an audience beyond HFES. This is a call for papers!

## Access the HFES Digital Library

If you're not already viewing full-text articles from the publications listed below via the HFES Digital Library-Archive, you're missing out on one of your most valuable member benefits.



- *Human Factors*
- *Ergonomics in Design*
- HFES Annual Meeting Proceedings
- *Journal of Cognitive Engineering and Decision Making* (with a current year's subscription)
- *Reviews of Human Factors and Ergonomics*

Whether you're new to HFES or have been a member for years, or if you just aren't sure how to access the Digital Library, here are step-by-step instructions.

### Have You Registered?

If you haven't yet registered for access to free full-text articles, hosted on IngentaConnect, it takes only a few minutes to sign up. (If you have already registered, skip to the "Already Registered" section at right.)

1. Have your HFES member ID number handy. If you don't know your number, contact Member Services at 310/394-1811, [membership@hfes.org](mailto:membership@hfes.org).
2. Make sure your correct e-mail address appears in your HFES member record. Log in at [hfes.org](http://hfes.org) to add or update it.
3. Set your spam filter to permit e-mails from both [hfes.org](http://hfes.org) and [ingentaconnect.com](http://ingentaconnect.com).
4. Go to [www.ingentaconnect.com](http://www.ingentaconnect.com) and click the "Need to register? Sign up here" link on the right side of the IngentaConnect home page.
5. Complete the required contact information fields. We recommend that you make the IngentaConnect username the same as your HFES member login username. **For the password, enter your HFES member ID number.** NOTE: The IngentaConnect and HFES Web site databases are not connected. To access the Digital Library, you will need to use your IngentaConnect login ID. Keep your IngentaConnect login ID in a safe place, as HFES will not have access to it.
6. Click "Register." Enter your personal information. IngentaConnect and HFES will never share your personal information with anyone. **Please do not exit or log out at this point! You have to add the journal titles to your list of subscribed content to which you want access.**
7. Click "Manage My Subscriptions" on the right side of the "Thank you" registration confirmation page. Then select "Personal Subscriptions" from the list that appears below "Manage My Ingenta."

8. Select the "Add" tab at the top of the page.
9. Under the words "Find the publication to which you subscribe," select the letter "H" in the "Publisher Name" section. When the publisher list appears, select "Human Factors and Ergonomics Society."
10. Five HFES titles will appear. Enter check marks in the boxes for *Human Factors*, *Ergonomics in Design*, Human Factors and Ergonomics Society Annual Meeting Proceedings, and *Reviews of Human Factors and Ergonomics*. If you paid for a subscription to the *Journal of Cognitive Engineering and Decision Making*, check that box as well. If you are not a *JCEDM* subscriber, do not check that box.
11. A "subscription number" must be entered in the text box next to each title you checked. **This is your HFES member ID number.**
12. Click "Add."
13. A message will appear on the Personal Subscriptions page that your subscription activation request has been received by HFES and will indicate when access will be turned on (usually within two business days). Ingenta will also send you a confirmation message via e-mail that your registration was completed, and another e-mail when access has been authorized by HFES.

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If you have previously registered on IngentaConnect, just follow these steps to activate your subscriptions to HFES content:

- Go to [www.ingentaconnect.com](http://www.ingentaconnect.com) and sign in with your existing IngentaConnect user name and password.
- Click "Manage My Ingenta," which will appear below the login area after the page refreshes. Then select "Personal Subscriptions" from the list that appears below "Manage My Ingenta."
- Follow steps 8–13 listed above.

### Search the HFES Digital Library

Once you have registered and your access has been authorized by HFES, you're ready to start searching the Digital Library-Archive. Go to the [main Digital Library page](#) and click on "Sign In" near the top of the page. After you sign in, click on "Search" to enter your terms for searching content by author name or keyword. You can choose to search within a single title or across all HFES titles. From the list of search results, click on an article title to view the reference information and an abstract of the article. Click on the "PDF" button at the bottom of the page to retrieve the full article.

Questions about the Digital Library-Archive may be directed to Communications Director Lois Smith ([lois@hfes.org](mailto:lois@hfes.org), 310/394-1811).

## Product Design Award Nominations Due May 7

By *Dianne L. McMullin & Stanley H. Caplan, Award Chairs*

The Product Design Technical Group (PDTG) is sponsoring its 9th Annual User-Centered Product Design Award. The award emphasizes both product design and methods used to specify and achieve the design. Emphasis is placed on innovative and user-centered approaches to human factors and industrial design. Consideration is limited to products, software, or systems that are purchased for use in the home, in the workplace, or while mobile, including consumer, commercial, and medical products but excluding military equipment or systems. The product or system being nominated must be operational and capable of being marketed with no more than minimal changes. Products already on the market for more than three years will not be considered.

Nominations will be accepted from individuals nominating others or nominating themselves. At least one team member who contributed significantly to the project must be a member of HFES. Membership in the Product Design Technical Group is not required. The nominations should be submitted in electronic form by a human factors professional. Detailed submission requirements, including the submission format, are shown on the [PDTG Web site](#). The deadline for submitting nominations is **May 7, 2010**. Nominations should be submitted to Dianne McMullin at [dianne.l.mcmullin@boeing.com](mailto:dianne.l.mcmullin@boeing.com).

The winning product or system will be recognized at the [54th HFES Annual Meeting](#) in San Francisco, September 27–October 1, 2010, and the awardee(s) will be asked to make a

presentation on the product and the methodology used to develop it. Awardees are expected to submit a paper to *Ergonomics in Design* within two months of the meeting.

A panel of judges drawn from the PDTG membership will evaluate the submissions. For more information or to volunteer for the award selection committee, please contact Stan Caplan at [scaplan@usabilityassociates.com](mailto:scaplan@usabilityassociates.com).

## HFES Awards Deadline Is March 31

Each year during the HFES Annual Meeting, the Society honors outstanding persons who have made significant contributions to the human factors/ergonomics discipline. Nominations are due on or before **March 31**, and although nominators must be Full Members of HFES, nominees are not required to be Society members.

To nominate an award candidate,

- submit the candidate's résumé or curriculum vitae, a nominating letter, and at least two and not more than three letters of support from individuals who know the candidate well enough to assess his or her candidacy in terms of the award's criteria; and
- send all nomination packages to HFES, c/o Lynn Strother, [lynn@hfes.org](mailto:lynn@hfes.org). Please submit the package as a single file in PDF format.

For more information about the awards, view the [Awards Web page](#).

## NEWS

### Award Established in Honor of John W. Senders

The family of John W. Senders, with the agreement and collaboration of the University of Toronto, has established a scholarship and annual award in his name to celebrate his 90th birthday (February 26, 2010) and his long career. Senders is a pioneer in the field of human factors/ergonomics.

The award will go to a fourth year University of Toronto engineering student "for the imaginative and successful application of the principles of human factors to the design of a medical device." The University will be pleased to receive further contributions to this endowment. For additional information, contact Gary Kaufman, Treasurer, Associates of the University of Toronto, 58 W. 84th St., Ste. 2F, New York, NY 10024.



### Update Your Record for the Directory & Yearbook

Be sure to update your member record at [hfes.org](http://hfes.org) so that your correct information will appear in the *2010–2011 Directory and Yearbook*. Updates must be made by **March 8**. The *Directory & Yearbook* will be distributed later than usual this year (June) to accommodate this extended deadline for updates.

To conserve resources, HFES will publish only the business contact address for every member; if a business address is not available, the home address will appear unless you have asked us not to publish it. (To omit your home address, please contact Member Services at the e-mail address below.)

Through another resource conservation effort, **members may opt out of receiving the printed version** of the *Directory & Yearbook*; contact [membership@hfes.org](mailto:membership@hfes.org), 310/394-1811, fax 310/394-2410.

Member contact information is online at [hfes.org](http://hfes.org); simply log in to read it or to search the online Member Directory.

## Executive Council Midyear Meeting

The 2010 Midyear Meeting of the HFES Executive Council will be held May 13–15 at the Hyatt Regency San Francisco, Embarcadero Center. For additional information, contact HFES Executive Director Lynn Strother, [lynn@hfes.org](mailto:lynn@hfes.org), 310/394-1811.

## Join HFES Groups on LinkedIn

There are a number of HFES groups on the social networking site LinkedIn, including several for Technical Groups and chapters. These groups can be used as resources for Society members to keep in touch with others in the field and stay up to date on current issues. Start or join a discussion, submit news items, or simply network with your colleagues. If you do not yet have a profile on LinkedIn, go to [www.linkedin.com](http://www.linkedin.com) to sign up. Then click on “Groups” and do a search for HFES to find the groups and submit requests to join.

## Nomination Ballots To Be Mailed

Nomination ballots for the 2010 election of HFES officers and at-large Executive Council members will be mailed to Full and Emeritus Members and Fellows on *April 27*. Completed nomination ballots are due *May 27*.

## NSF Seeks Input on Open Government Plan

The [National Science Foundation](http://www.nsf.gov) has launched an interactive Web page designed to encourage participation and collaboration between the agency and the citizens it serves. The agency is seeking ideas on implementing the principles of transparency, participation, and collaboration. Additional information and a link to the OpenNSF dialogue is available at [Open Government Initiative Web site](http://www.nsf.gov/open). The dialogue page is open for ideas and comments until *March 19, 2010*.

## Manufacturing Symposium To Focus on Global Competitiveness

On May 13, the University of Michigan is hosting a National Symposium and National Academy of Engineering Regional Meeting titled “Engineering to Improve the Operations of Manufacturing Enterprises.” Leaders from government, industry, and academic organizations will describe how operations engineering – the creation and use of models and principles from operations research and human-systems integration disciplines – can help U.S. manufacturers succeed in the highly competitive global economy. For more information, go to the [symposium's Web site](http://www.umich.edu/manufacturing).

## HFES Europe Chapter

The 2010 Annual Meeting of the HFES Europe Chapter will take place October 13–15 in Berlin, Germany, at the Technische Universität Berlin. Abstracts are invited on topics related to the theme of human-centered automation in different domains (e.g., process control, aviation, surface transportation, medicine), in such subtopics as adaptive technology, cognitive assistance, alarms and warnings, safety and security, usability and acceptance, function allocation, cognitive task analysis, and psychophysiology in ergonomics.

The deadline for submissions is *June 11, 2010*. Further information is available at the [conference Web site](http://www.hfes-europe.org) or by contacting Dick de Waard at [d.de.waard@hfes-europe.org](mailto:d.de.waard@hfes-europe.org).

## MEMBER MILESTONES



**Steven M. Casey**, Ergonomic Systems Design, Inc., with Montgomery Design International, has been awarded the Chicago Athenaeum’s Good Design Award for 2009. The award was given for the design of the Mars Exploration Rover (MER) featured in the September 2008 issue of *Industrial Vehicle Technology Magazine (IVT)*. Casey may be reached at [scasey@ergonomicsystemsdesign.com](mailto:scasey@ergonomicsystemsdesign.com).



**James M. Hitt** of TASC, Inc. – formerly of Northrop Grumman – has been named editor of the *Journal of Air Traffic Control*. He may be reached at [jim.hitt@tasc.com](mailto:jim.hitt@tasc.com).



**Shrawan Kumar**, director of the Physical Medicine Institute at the University of North Texas Health Science Center, has been appointed an Officer of the Order of Canada by Michaëlle Jean, Canada’s Governor General. Kumar was honored for his pioneering work at the University of Alberta on rehabilitation ergonomics, occupational health, and musculoskeletal injuries. He may be reached at [skumar@hsc.unt.edu](mailto:skumar@hsc.unt.edu).



**Raymond S. Nickerson’s** eighth book, *Mathematical Reasoning: Patterns, Problems, Conjectures, and Proofs*, was recently published by Psychology Press. He may be contacted at [r.nickerson@tufts.edu](mailto:r.nickerson@tufts.edu).



**David A. Rose** has joined Marsh Risk Consulting as vice president, Workforce Strategies. Previously, Rose was with CNA Risk Control for 12 years. He can be reached at [david.a.rose@marsh.com](mailto:david.a.rose@marsh.com) or 212/345-6443.

*Have you received an award or other honor? Changed employment or been promoted? Published a book or been appointed editor of a journal or series? Send your Member Milestone items to HFES Managing Editor Scott MacDonald, [scott@hfes.org](mailto:scott@hfes.org).*

## CALENDAR

### April 2010

**CHI 2010 – ACM Conference on Human Factors in Computing Systems**, April 10–15, Hyatt Regency Atlanta, Atlanta, GA.

**Fifth International Workshop on Model Driven Development of Advanced User Interfaces**, April 10–11, organized at CHI 2010, Atlanta, GA.

**SpringSim'10 – 2010 Spring Simulation Multiconference**, April 11–15, Florida Hotel and Conference Center, Orlando, FL.

**Institute of Ergonomics and Human Factors Annual Conference 2010**, April 13–15, Keele University, Staffordshire, UK.

**IETC 2010 – 10th International Educational Technology Conference**, April 26–28, Boğaziçi University, Istanbul, Turkey.

**1st International Congress on Health and Safety in the Workplace**, April 28–30, Universidad Nacional de Colombia – Sede Palmira, Palmira, Colombia. Contact Congress Coordinator [Ciro Martínez Oropesa](mailto:Ciro.Martinez.Oropesa@palmira.unal.edu.co) at [cmartinezo@palmira.unal.edu.co](mailto:cmartinezo@palmira.unal.edu.co). (Spanish-language conference.)

**European Conference on Human Centred Design for Intelligent Transport Systems**, April 29–30, Berlin-Brandenburg Academy of Sciences and Humanities, Berlin, Germany.

### May 2010

**International Conference on Fall Prevention and Protection**, May 18–20, West Virginia University Erickson Alumni Center, Morgantown, WV.

**World Conference on Quality and Improvement**, May 24–26, America's Center, St. Louis, MO.

**ISG 2010 – International Society for Gerontechnology 7th World Conference**, May 27–30, Marriott Pinnacle Hotel, Vancouver, BC, Canada.

## Online Employment Services



*Exclusively for  
Human Factors/Ergonomics  
Professionals*

### ■ EMPLOYERS ■

If you are an employer seeking full- or part-time staff or interns, HFES offers the leading online Career Center devoted exclusively to human factors/ergonomics (HF/E) professionals all over the world.

To recruit top HF/E professionals, visit our Web site 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 for HFES members only! Post your résumé 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.

<http://www.hfes.org/Web/CareerCenter/Career.aspx>

## CALENDAR

### June 2010

**2010 Society for Environmental Graphic Design Conference**, June 2–5, Gaylord Convention Center, National Harbor, MD.

**Institute of Industrial Engineers Annual Conference and Expo 2010**, June 5–9, Fiesta Americana Grand Coral Beach Hotel, Cancun, Mexico.

**HPAS 2010 – International Conference on Human Performance at Sea**, June 16–18, University of Strathclyde, Glasgow, UK.

### July 2010

**AHFE International 2010 – 3rd International Conference on Applied Human Factors and Ergonomics**, July 17–20, Intercontinental Hotel, Miami, FL.

### August 2010

**APCHI & Ergofuture 2010 – Joint International Conference of Asia Pacific Computer Human Interaction and Ergofuture**, August 3–5, Sanur Paradise Plaza Hotel and Suites, Denpasar Bali, Indonesia. Contact [ergofuture2010@yahoo.com](mailto:ergofuture2010@yahoo.com).

# Bulletin



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