Panel Sessions

Panel Session 4—Entrepreneurship and the Engineer

Date: Wednesday, June 14, 1989, 12:10 p.m. to 1:45 p.m.

Location: Convention Center—Pacific Room

Sponsor: Professional Activities Council for Engineers

Organizers: Dr. Louis Medgyesi-Mitschang, McDonnell Douglas Research Labs
Dr. Robert A. Moore, Westinghouse Defense and Electronics Center

Moderator: Clark E. Johnson, Consultant, IEEE Fellow in the Office of Congressman George Brown, member of Science and Technology Subcommittee

Panelists: Dr. David B. Leeson, CEO, California Microwave, Inc.
Dr. Charles R. Boyd, CEO, Microwave Applications Group, Inc.
Dr. Yalcin Ayasli, Vice-President, Hittite Microwave Corporation
Robert Hanisee, President, Seidler AMDEC Securities Venture Capital Firm

Abstract:

The recent world-wide growth of technology has been dramatic. This is particularly true in the areas of electrical engineering, electronics, computers, telecommunications, and microwaves. This explosive rate of innovation provides unique opportunities for entrepreneurial engineers.

The panel will discuss the opportunities of engineers as entrepreneurs. Each speaker will provide a first-hand perspective on timely topics such as:

- Characteristics/motivations of a successful entrepreneur
- Business side of entrepreneurship
- Government policy; entrepreneurship versus U.S. competitiveness
- Entrepreneurship in large or small organizations
- Rewards/headaches of being an entrepreneur-CEO

After the speakers' presentations, the panel will be open for questions from the audience.

Panel Sessions

Panel Session 5—Microwave Hardware Descriptive Language (MHDL)

Date: Wednesday, June 14, 1989, 12:10 p.m. to 1:45 p.m.

Location: Convention Center—California Room

Sponsor: MTT-1 Computer Aided Design

Organizer: Arvind K. Sharma, TRW/ESG

Moderator: B.S. Perlman, U. S. Army ERADCOM

Panelists: B. Cohen, Dartmouth College
A. Gilman, Intermetrics
M. Mlinar, TRW
D. Rhodes, DSRC
J. Schoen, Mitre

Abstract:

An analog hardware descriptive language (AHDL) provides a language notation capable of design and description of analog circuits. In a manner similar to the VHSIC hardware descriptive language (VHDL), which is extensively used for digital circuits, it is intended to provide a description of physical design, electrical behavior, logical structure, logical behavior as well as system annotation information for complex analog circuits. In view of this, the objective of this panel session is to improve the understanding of the practice of analog circuit design, and to establish guidelines for a hardware descriptive language. The speakers will present their views on possible approaches and functional forms. They will also focus on microwave hardware descriptive language (MHDL) and discuss its potential usefulness for microwave circuit designs. The input from microwave engineers, through audience participation, will facilitate CAD tool writers and university researchers to develop appropriate implementation plans.

Panel Session 6—MMIC Design Approaches for Low-Cost High-Volume Application

Date: Thursday, June 15, 1989, 12:10 p.m. to 1:45 p.m.

Location: Convention Center—Pacific Room

Sponsor: MTT-6 Technical Committee

Organizers: Gailon Brehm, Texas Instruments, Inc.
Fazal Ali, Pacific Monoilithics

Moderator: Gailon Brehm, Texas Instruments, Inc.

Panelists: Marty Jones, Texas Instruments, Inc.
Raymond Pengelly, Tachonics
Fazal Ali, Pacific Monolithics
John Selin, Raytheon
Takashi Ohira, NTT

Abstract:

Rapid advances in GaAs MMIC design and fabrication technology during the past several years have produced significant improvements in circuit performance and reproducibility. Widespread insertion of this technology into systems will require the achievement of low manufacturing cost and high RF yield. The purpose of this panel session is to address the impact of monolithic circuit design tools on manufacturing cost and on the yield to RF specification for realistic manufacturing variances.

Panel Sessions

Panel Session 7—Improving Time to Market

Date: Thursday, June 15, 1989, 12:10 p.m. to 1:45 p.m.

Location: Convention Center—California Room

Sponsor: MTT-12 Microwave and Millimeter-Wave Packaging

Organizer: Bert Berson, Berson & Associates

Chairman: Bert Berson, Berson & Associates

Panelists: Dr. Jack Moore, PRTM
"Improving Time to Market: What Companies are Doing"

Len Lea, Assistant Vice President, Marketing, Cal Eastern Labs
"Product Development—The Marketing Department Viewpoint. The Reality vs. R & D Forecast"

Dr. Robert E. Goldwasser, Vice President, R & D, Alpha Industries
"Why Are They Always Picking On Us?"

Bill Lawson, Director of Manufacturing, HP MWT Division
"Is Manufacturing the Scapegoat?"

Dr. Richard A. Mollicone, Director, Corporate Business Development, ESL
"The Systems Viewpoint"

Dr. Alan Sherman, Stanford University
"Letting Go of the Baby!"

Abstract:

The Microwave Industry has matured a great deal over the last few years, and with it significant improvements in operations and control have been made. Movement of technology and products from the R & D Laboratory to the marketplace has continued to be a too-slow and too-painful process. Schedules slip repeatedly causing difficulties for the manufacturer, and perhaps more so for the customer. In this panel, leading industry experts will explore ways to improve Time to Market of technology and products.