

INTRODUCING

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**IEEE  
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**An IEEE member  
we know reported...**

*A colleague at work asked me why I belong to the IEEE. My first inclination was to respond, "habit," but her persistence made me look deeper.*

*As I started to talk about the publications, my Society (I'm a power engineer), the IEEE conferences I've attended, and some of the local activities... I felt myself getting more enthusiastic. In my work, I use IEEE standards. Thanks to local meetings, I have heard people speak to whom I would never have had access (and even had an opportunity to discuss their work and mine). I have purchased a few IEEE books, refer to my Computer Applications in Power magazine, and even carry the insurance.*

*As I spoke with her, I was reminded why I became an electrical engineer in the first place — and what a large part the IEEE has played in my professional career.*

*So, the next time someone asks me why I belong to the IEEE — I will say, "I couldn't afford not to!" I may have forgotten, but I value my IEEE membership: it's part of being a professional.*

***Do you feel that way too?  
Tell a colleague —  
and extend an invitation  
to join the IEEE.***