

INTRODUCING

THE NEW IEEE MEMBER GET-A-MEMBER PROGRAM

Keep your Institute vital and contribute to a colleague's professional advancement and development.

By showing your colleagues how to join the IEEE, you'll be opening a world of professional and technical benefits that non-members simply can't get. Among them:

- ◆ A personal subscription to *Spectrum* and *The Institute*
- ◆ Member discounts on all IEEE publications and products
- ◆ Networking with technical experts at IEEE conferences
- ◆ IEEE's work in professional activities
- ◆ The new IEEE Financial Advantage Program

You are the IEEE's best advocate — and best recruiter. Take part in the IEEE Member-Get-A-Member Program and earn the thanks of your colleague and a gift from your Institute.

Contact IEEE today and we'll rush you our Member-Get-A-Member Recruiter Kit

**1-800-678-IEEE (1-800-678-4333)
or 908-981-0060**

Fax: 908-981-9667 • E-mail: member.services@ieee.org • Telex: 833-233



**IEEE
MEMBER
GET A
MEMBER**

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.**