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## Do You Think Globally and Act Locally?

by John O'Hara, Chair  
 HFES Chapter  
 Affairs Committee

This article has one purpose – to get you to think about your local HFES chapter and whether you ought to be more involved in its activities.

Over the past five years participation in local chapters has decreased. Figure 1 illustrates the number of chapters that had one meeting in each of the past five years. Although the number of chapters has been relatively stable over time, the inescapable conclusion is that many chapters are having a difficult time remaining active. In fact, last year almost half our chapters met only once or not at all.

Perhaps this trend reflects a downward turn in the local economies that affect human factors professionals. The membership base of these chapters may be eroding as HFE jobs have been lost in these regions. In fact, the overall membership of HFES has slightly declined over this same period.

However, discussions with representatives of many of these chapters reveals a different story. Although loss of “critical mass” of HFE professionals in a local area has affected some chapters, another factor has surfaced far more often: general lack of interest in the chapter. Many of our colleagues in these chapters express deep frustration at the fact that their chapters are struggling in geographic areas where there are many human factors professionals. There certainly are contributing factors such as geographic dispersion or loss of membership to local chapters of other organizations. But exactly why these factors are operating now and appear to be on the increase is unclear. What is probably at the heart of it is that nonparticipating members do not see a value in belonging to their local chapters. Why should one participate in a local chapter anyway?

Each local chapter sets its own agenda for objectives and activities based on the unique needs of its community. That, in fact, is

the primary benefit of local chapters – to address local needs and issues. A few goals, however, are common to most chapters.

### Promote Professional Development

An important role for any professional society is to support the professional development of its membership. In meetings and newsletters, the chapter can provide a forum for discussions and presentations on research, services, products, or

other professional activities. In addition to information provided by chapter members, outside speakers can be invited to present topics of related interest. Chapters can get help to identify volunteer speakers by contacting the HFES central office. It is often interesting when presenters address topics that may broaden our knowledge, such as the patent application process, HFE cost justification, or human factors resources on the Web. Chapters can also sponsor or co-sponsor technical meetings.

Many chapters arrange tours to local points of interest.

Good ideas for the types of facilities can be obtained from skimming the chapter activity descriptions in the *HFES Directory and Yearbook*. In 1999, for example, HFES chapters visited air traffic control centers, airline training centers, software usability labs, military bases, hospitals, museums, and university labs.

### Promote Networking and Awareness of Regional HFE Products

Another important function of a local chapter is to promote communication among professionals in the same region and to increase awareness of the expertise and interests of its members. Attendance at meetings is an important aspect of chapter involvement that helps support this function.

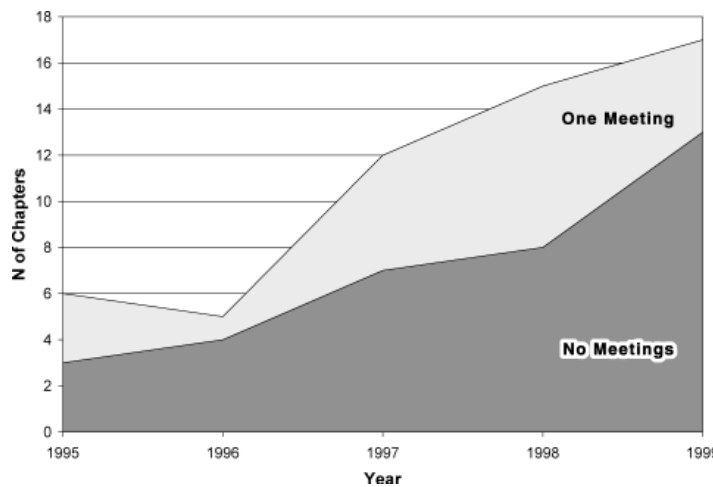


Figure 1. Number of chapters having one or fewer meetings per year (N of chapters = 34 in '95 and '96 and 36 thereafter)

continued on page 7

## A Fat Man Chasing Seagulls

by Peter A. Hancock  
HFES President

This will be my last column as president of the Society, and I want to say how much I appreciate the honor of holding the office at the turn of the millennium. Having been an extremely successful editor of *Human Factors*, Bill Howell, I'm sure, will prove a very accomplished president, and I look forward eagerly to his presidency. On a personal note, I wish to thank all the members of the Executive Council and especially the HFES staff, who have all proved so helpful to me and so patient with me on so many occasions. Rather than engage in another polemic or exhortation, I wanted my last column to be a little different. Thus my theme is curiosity, and I've used true personal events as the vehicle of discourse. I hope to answer one question of the why of curiosity at our joint meeting with IEA in San Diego and look forward to seeing you there. Now, on with the story...

The question-and-answer session was just finishing. Outside, the sun was shining, and the warm Floridian beach called, siren-like, to my frozen Minnesotan soul. Being constitutionally unable to resist anything, especially temptation, I wandered down the wooden hotel walkway to the inviting sands. My thoughts lingered on a belief that the beach was so attractive because it represented a union of earth, air, and water, three of the four elements, thought by early Greeks to compose the material world. At least that's how I was rationalizing my prospective absence from the upcoming session when, in front of me, on a wet portion of the flat beach, I saw a flock of seagulls searching for sustenance. As I passed through the flock it split perfectly, cushioning the distance between myself and the nearest bird with an absolutely breathtaking precision.

I could not resist. There were too many interesting facets of their individual and collective behavior to ignore. I first followed

specific birds, noticing their various avoidance behaviors. There were two varieties of seagull in the flock, and their strategies of avoidance clearly depended upon varietal type. I varied my speed of approach and observed their different changes in locomotion, particularly the transition point between merely running faster or deciding to fly away. I periodically charged, and the whole flock took off as one, only to circle a little way down the beach and land again. How those in one part of the flock adjusted their flight trajectory to others' as they collectively changed speed and direction was a wonder to behold. I tried surprise. I tried changing direction. I tried backing up, but it was no use. I concluded that in a predator-prey relationship between myself and seagulls, there would be one very hungry predator if I could use no tool other than my unaided physical abilities. I marveled at their collision-avoidance abilities both on land and in the air and was in the process of considering how such emergent organizational abilities could be used to benefit free flight for the national airspace system when I heard a young, penetrating, and for me poignantly evocative voice enquiring:

*"Mummy, mummy! Why is that fat man chasing seagulls?"*

The young lady was hushed immediately by her concerned mother, for today we do not use truthful words in case they might offend. But of course she was quite right, what *was* this fat man doing chasing seagulls? I had one of those all-too-rare experiences of complete empathy. Through the child's eyes, what I was doing was irrational, obviously cruel, and, at the very least for her, exceptionally strange. For her mother also it was a concern, as strange behavior represents a potential threat because of the uncertainty involved. Part of her motivation, I am sure, was to avoid a dangerous encounter with someone of doubtful rationality. Perhaps I was also a predator upon weaker members of my own species? I was struck with the triadic linkage connecting myself, the seagulls, and the spectators and had the queer feeling that maybe the seagulls viewed me as more rational than did the mother and child. Anthropocentrism is so attractive!

I could not answer the little girl's question, at least not in terms that would have made sense to her. Why do we chase seagulls? Why do some of us have an undeniable drive to know more and more, and do we really *know* anything following such efforts anyway? As I worked my guilty but refreshed nervous system back toward the hotel and the last session of the day, I recalled an incident that had, in part, lost me a plum job at one of America's major universities. In discussing my proposals for a research program, the harried department head had asked me what I wanted to know, to which I replied "everything." Since we were at the formal candidate lunch, this was taken collectively as a witticism on my part. Following the group laughter, the department head tried again. "No, seriously, what do you want to know?" After I said "everything" again, the conversation seemed to lag a little. I was not asked back to discuss terms!

Call it lack of focus, call it lack of discipline. Call it what you will. There are no walls to wisdom, and there are no bounds to the aspiration for understanding. The failure is never in a lack of success. The failure is in the denial to try. We are engaged in this "mad pursuit," and there is nothing to be but the maddest of the mad – a fat man chasing seagulls. *Superna quaerite.* ☒

# Bulletin

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## Keynote Speaker: Peter A. Hancock

Peter A. Hancock, HFES President and founder and director of the Human Factors Research Laboratory at the University of Minnesota, will deliver a combined keynote and presidential address at the Congress.



In painting the big picture, I shall use a broad brush. Although content like this may dismay some, I intend to talk of our place in the Global Society and how a philosophy of intent is expressed through the effects of action. I shall explore how action is mediated in the modern world by our linkage to technology. I shall show through stipulations of paleoergonomics and metaergonomics, our primacy in the human enterprise as the arbiters of such a connection. Whether I can finish my speech on a heroic note, or indeed whether humans are chronically invested in the heroic notion, has yet to be determined. By the time we meet in San Diego, it will be.

Hancock holds appointments in the departments of computer science, electrical engineering, kinesiology, mechanical engineering, and psychology at the University of Minnesota. He also holds a courtesy appointment at the Massachusetts Institute of Technology (Cambridge, Massachusetts).

Hancock is the author of more than 200 refereed scientific articles. He is the author of the highly regarded *Essays on the Future of Human-Machine Systems* and has edited numerous books, including *Human Performance and Ergonomics*, in the Handbook of Perception and Cognition series.

For more than two decades, Hancock's research has been continuously funded by extramural sources. He has managed more than \$8 million in research funding from agencies such as NASA, FAA, FHWA, and NIH. Hancock's current experimental work concerns the reactions of drivers in accident-likely conditions. His theoretical works concern human relations with technology and the possibilities of this symbiosis.

## Plenary Sessions

Plenary speeches will be given by invited speakers. Tuesday through Friday, three sessions will take place from 8:30 to 9:45 a.m. The list of plenary speakers and topics follows.

### *Tuesday, August 1*

**David D. Woods**, "Complementarity and Synchronization as Strategies for Practice-Centered Research and Design" and **Jens Rasmussen**, "Human Factors in a Dynamic Information Society: Where Are We Heading?"

**Sara J. Czaja**, "Employment and the Older Worker: Implications for Human Factors Engineering" and **Dominic G. Bouwhuis**, "Parts of Life: Configuring Equipment to Individual Lifestyle"

**Theo Wehner**, "Cooperation at Work: A Process-Oriented Perspective on Joint Activity in Interorganizational Relations" and **Gunilla Bradley**, "The Information and Communication Society: How People Will Live and Work in the New Millennium"

### *Wednesday, August 2*

**Yrjo Engestrom**, "Activity Theory as a Framework for Analyzing and Redesigning Work" and **Tom Stewart**, "Ergonomics User Interface Standards: Are They More Trouble Than They Are Worth?"

**John K. Lauber**, "Human Factors in the 20th Century: Prologue for the 21st" and **Daniel Maurino**, "Human Factors and Aviation Safety: What the Industry Has, What the Industry Needs"

**Neville Moray**, "Culture, Politics, and Ergonomics" and **Klaus J. Zink**, "Ergonomics in the Past and Future: Coming from a German Perspective to an International One"

### *Thursday, August 3*

**Houshang Shahnava**, "The Role of Ergonomics in the Transfer of Technology to Industrially Developing Countries" and **Marilyn Sue Bogner**, "Health Care: Domain for the Millennium"

**William S. Marras**, "Occupational Low Back Disorder Causation and Control" and **Marcy Fisher**, "Ergonomics and Lean Manufacturing within the Ford Production System"

**Jean-Michel Hoc**, "From Human-Machine Interaction to Human-Machine Cooperation" and **Raja Parasuraman**, "Designing Automation for Human Use: Empirical Studies and Quantitative Models"

### *Friday, August 4*

**Masaharu Kumashiro**, "Why Ergonomists Must Know and Be Interested in Work after 45" and **Lawrence J. Fine**, "The Magnitude, Science Basis, and Solutions for One of the Largest Occupational Health Problems in the United States"

**Alan Hedge**, "Where Are We in Understanding the Effects of Where We Are?" and **Myun Woo Lee**, "New Paradigm, New Market, and New Theater in Ergonomics"

**Helmut Krueger**, Etienne Grandjean Memorial Lecture (subject: usability engineering) and **Anna M. Wichansky**, "Usability Testing in the Year 2000 and Beyond"

*continued on page 4*

## Multiple-Session International Symposia

The Congress features 33 multiple session symposia. Each “mini-conference” is composed of two to eight sessions, organized around a specific research or application area. Each symposium is convened by an organizing chair and may consist of any combination of symposia, panel sessions, and research/review/case study papers. The symposia are listed below.

- An Ecological Approach to Interface Design
- Applications of Psychophysiology in Macroergonomics
- Asian Ergonomics in the New Millennium
- Cognitive Ergonomics – The Past and Future
- Cognitive Modeling
- Communicating with Designers
- Contemporary Engineering Anthropometry
- Control Room Ergonomics
- Corporate Initiatives in Ergonomics
- Distribution Center Ergonomics
- Ergonomic Design by Means of Human Models
- Ergonomics and TQM
- Ergonomics in Agriculture and Food Production
- Ergonomics of Computer Work
- Ergonomics of Sound: Auditory Warnings, Controls, Displays, and the Environments in Which They Are Used
- Ergonomics on Both Sides of the Atlantic From Research to Reality on Slips, Trips, and Falls
- Global Challenges in Science, Technology, Design, and Regulation: Integrating Health and Safety with Functional Design of Medical Devices
- Hand Ergonomics
- Human Factors in Aviation Maintenance: Challenges for the Future
- Human Factors in Power Systems
- Human Performance Modeling in System Design
- Human Reliability
- Inclusive Design and Usability
- Macroergonomics Methods and Tools for Improved Performance and Well-Being in Various Environments
- Musculoskeletal Disorders for Upper Extremities Occupational Biomechanics of the Low Back
- Occupational Safety and Health
- Process of Ergonomic Training and its Impact: From the Analysis to the Transformation of Work Situations
- Rehabilitation Ergonomics
- Safety Communications: Visual Warnings
- Second International Symposium on Ergonomics in Building and Construction
- Work Design in the 21st Century

To see the full schedule of multiple-session symposia, visit the Congress Web site at <http://iea2000.hfes.org>.

## Display Educational Materials

During the IEA 2000/HFES 2000 Congress, representatives of graduate and undergraduate programs in human factors/ergonomics are invited to display information about their programs. Brochures, applications, and other program material may be displayed at no charge at an exhibit booth to be hosted by the HFES Educators' Professional Group and Student Affairs Committee. Please bring at least 200 copies with you to the Congress. For further information, contact Gary J. Klatsky at 315/312-3474 or [klatsky@oswego.edu](mailto:klatsky@oswego.edu).

## Items Wanted for Daily Newsletter

The editors of the IEA 2000/HFES 2000 newsletter are now accepting items for publication. Please submit a brief description of your event, session, or meeting announcement to the address below.

The registration issue is being assembled, and e-mail submissions are encouraged. If you would like to submit an article or help with the newsletter, contact Sherry Proctor or Dan Manes, 6310 Greenwich Dr., Ste. 200, San Diego, CA 92122; 858/535-1661, fax 858/535-1665; [sproctor@pacific-science.com](mailto:sproctor@pacific-science.com) or [dmanes@pacific-science.com](mailto:dmanes@pacific-science.com). If you are interested in advertising in the newsletter, please contact the HFES Communications Department at 310/394-1811 or [lois@hfes.org](mailto:lois@hfes.org).

## HFES Placement Service

The HFES Placement Service will be available at the IEA 2000/HFES 2000 Congress, located in the San Diego Marriott Hotel and Marina. The Placement Service can help you find the job or staff member you need.

The Placement Service will be open Monday from 1:00 p.m. to 6:00 p.m. and Tuesday through Thursday from 8:30 a.m. to 6:00 p.m. During these hours, employers and job seekers can meet in prearranged interviews or informally. Employers may reserve a private, draped booth and/or a reserved table for a modest fee. Additional tables will be available by the hour on a first-come, first-served basis.

### Employers

To allow time for candidates to review job postings and employees to make appointments, we encourage employers to post jobs and search the résumé database by July 1. As was our practice last year, HFES will not be responsible for scheduling interviews for either job seekers or employers.

To register with the Placement Service or book an interview booth or table, please call HFES Membership Services at 310/394-1811, or send e-mail to [membership@hfes.org](mailto:membership@hfes.org).

### Job Seekers

Candidates may search the Placement Service jobs database free of charge by visiting the HFES Web site (<http://hfes.org>). To post your résumé on-line, simply cut and paste your résumé



text into the on-line form. Be sure to enter your e-mail address so potential employers can contact you. You will be prompted to create a log-in ID and password.

If you will be available for interviews at the Congress, include a note to this effect at the bottom of your résumé. Bring several copies of your résumé; there will be mailboxes for employers' messages and a bulletin board for employers to leave messages for job seekers.

## Call for Student Volunteers

The IEA 2000/HFES 2000 Congress Committee invites students who are planning to attend the meeting to serve as volunteers. More than 2500 people are expected to attend the Congress, which will make it the largest human factors/ergonomics professional gathering ever held. Serving as a volunteer affords students the opportunity to work closely with presenters and other students to help make the Congress a success. If a student volunteers for one day, his or her registration fee for the entire meeting will be reimbursed. To volunteer, or for more information, contact Suzanne Dawes, The Aerospace Corporation, P.O. Box 92957, M1/112, Los Angeles CA 90009-2957; 310/336-5643, fax 310/336-4070; [suzanne.m.dawes@aero.org](mailto:suzanne.m.dawes@aero.org). ☒

### INSIDE HFES

## HFES Sustaining Membership

HFES invites members and their companies and organizations to become Sustaining Members. Dues from Sustaining Membership help support many pivotal HFES activities, including standards development, accreditation of human factors and ergonomics graduate programs, and outreach programs to professionals, corporate decision makers, and government leaders. This year, Sustaining Memberships will also help provide travel assistance to IEA 2000/HFES 2000 for attendees from industrially developing countries.

HFES would like to acknowledge and thank the individuals and companies who have provided support for the Society as of May 23, 2000. Their generous support helps strengthen the efforts of the Society to promote the discovery and exchange of human factors/ergonomics knowledge.

#### Diamond

Alphonse Chapanis

#### Platinum

Eastman Kodak Company

#### Gold

Anacapa Sciences, Inc.  
HumanCentric Technologies, Inc.

#### Silver

American Institutes for Research  
TELUS  
Dunlap & Associates, Inc.  
Exponent Failure Analysis Associates, Inc.

To join HFES as a Sustaining Member, contact Executive Director Lynn Strother at 310/394-1811 or by e-mail at [lynn@hfes.org](mailto:lynn@hfes.org).

## Discounted Services from CSERIAC

HFES members are entitled to a 20% discount on products from the Crew Systems Ergonomics Information Analysis Center (CSERIAC), one of the Department of Defense Information Analysis Centers. CSERIAC provides the basis for data gathering, studies, analyses, and other scientific and technical activities. Some of the domains covered by CSERIAC include human factors engineering, safety factors, medical factors, automation and human-machine integration, display and control design, information presentation and communication, work design and organization, workstation and facility design, and manpower, personnel, and training.

The HFES member discount applies to software, human workload-assessment tools such as NASA-TLX and SWAT, observational data-analysis tools such as A.C.T. and MacSHAPA, reference materials such as CDRL Maker and SPEC Maker, and publications in a number of categories, including cognition and decision making, control/display design, and human performance.

CSERIAC can also research specific questions through literature searches and, if warranted, consultation with subject matter experts. Recently researched questions have dealt with such diverse issues as flat-panel displays, thermal contact hazards, visual characteristics, and differences between self-paced and instructor-paced learning rates. For details about CSERIAC's products and services, go to <http://iac.dtic.mil/cseriac> or call 937/255-4842. ☒

## Erratum

Please note that Valerie Gawron's name and affiliation were inadvertently omitted from the list of At-Large candidates for Executive Council that appeared in the May 2000 issue of the *Bulletin*. The correct list appears below.

#### Executive Council At-Large Members

- Cletis R. Booher, aerospace technologist, Manned Systems, NASA Johnson Space Center
- Valerie J. Gawron, flight research engineer, Veridian Engineering
- Hal W. Hendrick, consultant, Hendrick and Associates
- Deborah A. Mitta, senior research engineer, Georgia Tech Research Institute
- John Brian Peacock, manager of Manufacturing Ergonomics Laboratory, General Motors Corporation
- Valerie J. Rice, director of Operation Aegis-Injury Control, U.S. Army Medical Center and School ☒

## Salas Named New Journal Editor

The HFES Executive Council has appointed Eduardo Salas as editor of *Human Factors* for the 2000-2004 term. Salas is a professor of psychology at the University of Central Florida, where he holds an appointment as principal scientist for human factors research at the Institute for Simulation and Training. He is also the director of UCF's Ph.D. human factors program.

Salas has been coauthor of more than 170 journal articles and book chapters and has been coeditor of 10 books. He serves on the editorial boards of *Human Factors*, *Personnel Psychology*, *Military Psychology*, *Interamerican Journal of Psychology*, *Transportation Human Factors Journal*, *International Journal of Aviation Psychology*, *Group Dynamics*, *Journal of Organizational Behavior* and *Training Research Journal*. He has also edited two special issues of *Human Factors*. ☒

**Marc W. Hunter** was promoted to vice president at Metaphase Design Group. He may be reached at 12 S. Hanley, St. Louis, MO 63105; 314/721-0700; marc@metaphase.com.

**Gary Allread** has been named program director at Ohio State University's Institute for Ergonomics. He may be reached at 1971 Neil Ave., 210 Baker Systems, Columbus, OH 43210; 614/292-4565; fax 614/292-7852; allread.1@osu.edu.

**Mark M. Brauer** was elected the fourth emeritus member of the Department of Defense's HF/E Technical Advisory Group. He may be contacted at 361/387-0748; amencie@juno.com.

**Barry H. Beith, Larry W. Avery, and Doug C. Antonelli** have formed HumanCentric Technologies (HCT), Inc., a full-service human factors and ergonomics research, design, and evaluation firm. Contact HCT at 111 James Jackson Ave., Suite 221, Cary, NC 27513; 919/481-0565, fax 919/481-0310; bbeith@humancentrictech.com, <http://www.humancentrictech.com>. ☒

## STUDENT NEWS

### Florida Human Factors and Ergonomics Student Meeting

by **James M. Hitt, II**  
*UCF Student Chapter President*

On April 21, 2000, the HFES University of Central Florida Student Chapter hosted a one-day human factors and ergonomics meeting on the UCF campus. We had several purposes. First, the meeting offered students an opportunity to present work from their respective labs. Second, it allowed students across the state, who might otherwise meet only at the HFES annual meeting, to gather and discuss HF/E issues with their peers. Finally, it enabled students to interact with our two honored guest speakers, HFES President Peter Hancock (University of Minnesota) and Past President Robert Williges (Virginia Tech).

The 70 attendees came from academia, government agencies, and industry. The meeting began with opening remarks from Eduardo Salas, head of the human factors program at UCF, and a morning poster session followed. Students presented 27 posters in such areas as cognition and modeling, human-computer interaction, training and team performance, transportation, virtual environments, and warnings and alarms. The afternoon session began with a talk by Bob Williges entitled "Usability Evaluation Considerations in Human-Computer Interface Design." Peter Hancock summarized his planned presidential address for the upcoming Congress and finished with a Q&A session with the students.

The UCF student chapter thanks the following organizations and individuals for financial support: HFES, UCF Department of Psychology (Jack McGuire), Institute for Simulation and Training (Eduardo Salas), CHI Systems, Inc. (John Deaton, Floyd Glenn, and Wayne Zachary), and the Team Performance Laboratory

(Clint Bowers). A listing of the abstracts from the meeting can be obtained by e-mail from Jim Hitt (jmhitt@aol.com).

The Second Annual Florida Human Factors and Ergonomics Student Meeting will be hosted by the HFES Embry-Riddle Aeronautical University Student Chapter in Daytona Beach, Florida, during the spring of 2001. ☒

## SHORT COURSES

**Applied Ergonomics – Part I: Low Back; Part II: Upper Extremity** (July 10–14, 2000), University of Wisconsin-Milwaukee, College of Engineering and Applied Science, P.O. Box 784, Milwaukee, WI 53201; 414/229-6240, fax 414/229-6958; arun@uwm.edu, <http://ergonomics.uwm.edu>.

**Ergonomics: Evaluation and Applications** (July 27–28, 2000), National Safety Council, Southeastern Regional Office, 3300 NE Expressway, Suite 7A, Atlanta, GA 30341-3941; 770/457-5100, ext. 16, fax 770/457-6189; sro@nsc.org; <http://www.nsc.org/osh/ergon.htm>.


**Human Factors Engineering** (August 7–18, 2000), University of Michigan, Center for Professional Development, 2121 Bonisteel, Suite 273, Ann Arbor, MI 48109-2092; 734/647-7200, fax 734/647-7182; <http://cpd.engin.umich.edu>.

**Full Spectrum of Ergonomics: From Theory to Practice** (September 7–9, 2000), Occupational and Industrial Orthopaedic Center, Downing St., New York, NY 10014-4331; 212/255-6690, fax 212/255-6754; <http://www.nyu.edu/education/erbi/oioc.htm>. ☒

## Workplace Injury and Illness Report Released

On April 20, 2000, the Bureau of Labor Statistics published its report on the number of private industry workdays lost due to employee injuries and illnesses. The report is based on a 1998 national survey. To request a copy, contact the Bureau of Labor Statistics, U.S. Department of Labor at 202/691-5902, or visit the Web site at <http://stats.bls.gov/oshhome.htm>.

## BBC Ergonomics Videos

The BBC has produced a series of educational videos that examines case histories of famous disasters from the perspective of engineering and design. Titles in the *Disaster* series include "The Unflyable Plane," "The Channel Tunnel Fire," and "A Major Malfunction" (a look at the *Challenger* Space Shuttle). To request a catalog, or for price and ordering information, contact Derek Ray-Hill, BBC Videos for Education and Training, 80 Wood Ln., London W12 0TT, U.K., or send e-mail to [derek.ray-hill@bbc.co.uk](mailto:derek.ray-hill@bbc.co.uk). 

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### *Do You Think Globally and Act Locally?*

*(continued from page 1)*

Chapters can also promote awareness of HFE products and services in the local region. In many areas, HFE knowledge and expertise is underutilized. For example, many local product developers might use HFE expertise in their efforts if they were better informed about what HFE practitioners and researchers can contribute.

The chapter can consider a number of activities to foster this objective. Presentations to business groups can increase their HFE awareness. A more ambitious approach might be to put together seminars on HFE that could be presented to business groups and professional organizations. A discussion of HFE success stories has been compiled by HFES and can illustrate the valuable contributions the field can provide. The chapter might also consider creating a brochure that discusses HFE in general and its contribution to the development, design, and evaluation processes. The brochure could also provide links to local HFE practitioners.

#### **Promote HFE in Local Educational Institutions**

In many areas, HFE does not suffer from overexposure in local educational institutions. Local chapters can help increase awareness of HFE and opportunities for including HFE topics in course curricula. Presentations at colloquia or seminars or during regular class sessions could help support this objective and potentially introduce and interest students and faculty members in our field. My local chapter, Long Island, helped the State University of New York at Farmingdale survey local businesses to determine


the need for HFE students and helped to prepare a first draft of an undergraduate program to meet the need.

An exchange with academic institutions can enhance the chapter as well, considering that many educators and researchers at these institutions are engaged in activities that are directly relevant to human performance and often involve important HFE considerations.

These objectives are probably obvious to most, if not all, of us. The point of reiterating them now is, I hope, to renew the dialogue on the valuable contributions of local chapters between chapter members and local HFE professionals who do not participate in chapter activities.

Many of our chapters are healthy and engaged in vital activities. Next time you get a chance, take a look at the chapter activity reports in the latest *HFES Directory and Yearbook*. You will see the diversity of activities and projects in which they are engaged. There have also been several *HFES Bulletin* articles over the past year that provided more in-depth discussions of chapter activities (see, for example, the April and August 1999 issues).

If you have any ideas or wish to comment on this situation, please contact me at 631/344-3638 or [ohara@bnl.gov](mailto:ohara@bnl.gov). Better still, bring your ideas to your local chapter's next meeting and start acting locally to help develop our profession in your community.

*John O'Hara is chair of the Chapter Affairs Committee and a scientist at Brookhaven National Laboratory in Upton, New York.* 

# Bulletin

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Annual Meeting: [lois@hfes.org](mailto:lois@hfes.org)

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!

### DATES TO REMEMBER:

- **June 30 – Deadline for Executive Council election ballots**

### IEA 2000 / HFES 2000 Congress DATES TO REMEMBER:

- **June 21 – Early registration deadline (after this date, registration fees increase by \$50)**
- **July 1 – Deadline for reserving hotel rooms at the Congress discount**



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