

# The Users' Perspective



*The HFES Potomac Chapter Newsletter*

Volume 44, Issue 2  
September 2009

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## **Message from the President**

**Michael Eidelkind**

Hello all. I hope everyone is enjoying the summer. Labor Day is fast approaching and with it the second half of the 2009 HFES Potomac Chapter dinner meeting schedule. The fall is shaping up to be an exciting time for the chapter. You'll see in this newsletter the announcement for not only the September meeting, but also our October National Ergonomics Month event as well. We'll be in Maryland in September and in Virginia in October. Hopefully at least one of these two venues will be convenient to you. We look forward to a good turnout at each.

Also, with the fall come a couple annual chapter activities. Membership Notices will be going out, and I'm pleased that this annual ritual has been passed to my successor in the Membership Chair, Autumn Szabo (also our current Treasurer). So watch out for the notice, and please respond to her as soon as you can. Chapter elections will be held soon also. We are currently taking nominations for all positions – President, Treasurer, Secretary, and Director-at-Large (2-year term). Nominate your colleagues and friends, or nominate yourself. Volunteering time to the chapter is an excellent way to introduce yourself to other Human Factors professionals

in the DC area, and it's a surefire way to get the chapter to run the way you want it to. If executive committee is not your thing but you'd still like to lend a hand to the chapter, there are many other needs. This newsletter is in dire need of an editor! The National Society's Government Relations Committee is still looking for its Potomac Chapter liaison. And to continue the fantastic agenda of chapter events, we would love to have someone take a shot at Program Chair.

So, once again, enjoy the end of summer and I'll see you in September!

Michael Eidelkind, President, Potomac Chapter of HFES



### September Dinner Meeting

September 22, 2009

Guest Speaker: Dr. Kathleen Ashenfelter, U.S. Census Bureau  
“User-focused data collection issues at the Census Bureau.”



Dr. Ashenfelter earned her Master's degree in Cognitive Psychology and Ph.D. in Quantitative Psychology at the University of Notre Dame. Currently, she is a research psychologist for the U.S. Census Bureau in the Statistical Research Division's Human Factors and Usability Laboratory. She leads several projects related to American Community Survey (ACS) data collection and dissemination.

#### Where:

##### **Positano**

4940 Fairmont Ave.  
Bethesda, Maryland  
Phone: 301-654-1717

Positano's is three blocks from the Bethesda Metro Station on the Red Line. Parking garages are across the street and around the corner.

For driving, parking, and METRO information go to: [www.epositano.com](http://www.epositano.com)

#### Schedule:

**6:00 pm** – Chapter Networking

**6:30 pm** – Dinner: order off the menu (see website above) each person pays their own

**7:30 pm** – Dessert and coffee/tea, courtesy of the Potomac Chapter

**7:45 pm** – Guest Speaker

#### RSVP:

Please notify Michael Eidelkind ([michael.eidelkind@ngc.com](mailto:michael.eidelkind@ngc.com); 571-313-2579) by **Monday, September 21, 2009 (or right up to the last minute...)**

- **If you plan to attend, and**
- **Whether you'll be there for dinner or coffee/dessert only**



### October Dinner Open House: National Ergonomic Month Event

October 5, 2009

George Mason University Arch Lab Open House

Meet this year's students who will present their research and show off their experiments. Pizza and salad.



#### Where:

##### **George Mason University**

Arch Lab, David King Hall

Fairfax, Virginia

Parking suggested in Mason Pond Parking garage (next to the Center for the Arts).

David King Hall is next to the Johnson Center (campus student center)

For campus map and parking information go to: [parking.gmu.edu](http://parking.gmu.edu)

**Schedule:** To be announced separately in September

**RSVP:** To be announced separately in September

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### Spring 2009 Meeting Recap

#### April Dinner Meetings by Michael Eidelkind

On both April 1<sup>st</sup> and then again on the 22<sup>nd</sup>, the Potomac Chapter hosted Dr. Dino Piccione of the Federal Aviation Administration. The first attempt included dinner at Theisman's Restaurant in Alexandria, VA, but no talk as the restaurant was unable to provide a private room for the event. The Board learned a valuable lesson in meeting logistics and rescheduled for later in the month. ☺

We reconvened on April 22<sup>nd</sup> in a private facility in Alexandria with a light dinner catered by La Prima. Dr. Piccione spoke on the future of Human Factors at the FAA. The FAA is currently preparing for an extensive modernization of the National Airspace System. Dr. Piccione stated that Human Systems Integration (HSI) had not been spoken at the FAA until January 2009 but now a HSI Roadmap has been incorporated into the Enterprise Architecture. According to Dr. Piccione this could put people on an equal footing with technology in the technology upgrade. His slide presentation is available on the chapter website.



### May Dinner Meeting by David Cades

On Wednesday May 20th about 20 members of our chapter and the IIE National Capital Chapter gathered at Positano's in Bethesda, MD to hear Dr. Hal W. Hendrick talk about lessons he had learned in his long and distinguished Human Factors and Ergonomics career. Dr. Hendrick's presentation, entitled Effective and Cost-Beneficial Ergonomics: Some Documented Lessons Learned, focused on ways to show that HFE is Cost-Beneficial and he provided countless examples of how HFE led to savings in time, money, and effort. Often times, we as Human Factors practitioners find ourselves having to justify our roles and involvement in projects. By simply citing a few of the examples from Dr. Hendrick's presentation this often difficult process will be made much easier. For those who missed this educational and enjoyable evening a copy of Dr. Hendrick's slides is available for download on the chapter website.

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### Potomac Chapter Sponsored the Behavioral and Social Science Prize at the 2009 Virginia State Science and Engineering Fair

As noted in the spring, the Executive Committee voted to support the Fair with a \$500 donation. The sponsorship funded the three top prizes in the Behavioral and Social Science category (1<sup>st</sup>: \$250; 2<sup>nd</sup>: \$150; 3<sup>rd</sup>: \$100)

The Virginia State Science & Engineering Fair was held on **April 4, 2009** at the Johnson Center of George Mason University, Fairfax Virginia. The following awards were presented:

**First Place:** Investigating Spatial Memory after Genetic-Based Hippocampal Lesion  
Victoria Saadat, Thomas Jefferson High School for Science and Technology

**Second Place:** Cognitive Performance Enhancement: Misuse or Self-Treatment?  
Alexander Peterkin, Oakton High School

**Third Place:** Understanding the Trends, Seizing the Opportunities; A Statistical Analysis of Grocery Store Rewards Programs in Arlington Public Schools  
Haley Sanner, H-B Woodlawn

**Honorable Mention:** The Effect of Sound on Short-Term Visual Memory  
Sonia Phene, Washington-Lee



### Latest Job Openings

Ten job openings have been placed on the HFES Potomac Chapter website in July and August. The full job descriptions can be found on the website. A summary of each is provided here. Please refer to the web for complete details.

#### **Human Factors Engineer, Dynamic Security Concepts, Inc. (DSCI), Arlington, VA**

- Identifies system design features and characteristics that adversely affect operators and maintainers;
- Assists in the evaluation of human performance concerns and issues;
- Performs engineering design and analyses of complex security systems to determine potential for further development, interface to other systems, and usefulness in the aviation environment;
- Writes, reviews and comments on test plans and procedures;
- Performs test assembly, conducts test, collects test data, witnesses test performance;
- Prepares test/program assessment reports;
- Briefs government on ongoing activities;
- Has good communication skills and is able to write with moderate supervision project documents, including project plans, test plans and procedures, data analysis reports, project final reports;
- Has experience in data collection, analysis, and presentation;
- Proficient in the use of personal computers and has working knowledge of commercial software programs.

#### **Human Factors Engineer, Dynamic Security Concepts, Inc. (DSCI), Arlington, VA**

- Applies human performance principles, methodologies, and technology to design of human-machine systems and products;
- Develops and implements R&D methodologies and statistical analysis plans to test and evaluate development prototypes.

#### **Human Factors Engineer, Dynamic Security Concepts, Inc. (DSCI), Arlington, VA**

Candidate will perform Human Factors-focused Systems Engineering functions for a Government client. Primary focus will be in security technologies such as Explosive Detection Systems, X-Ray, Trace Detection, Credentialing, and Communications. Expertise in research methods, experimental design, statistics, and requirement's development is required. Experience in Human Factors Engineering as applied to HSI, human performance assessment, task analysis, human computer interface design and usability testing, data collection and statistical analysis is required. Knowledge of human image interpretation performance a plus. Familiarity with a statistical package such as Statistica or SPSS preferred. Responsibilities will include:

- Designing and conducting evaluations of systems;
- Generating and evaluating system requirements (both operational and technical);



- Developing operational concepts;
- Providing Human Factors subject matter expertise to team members in areas of research methodology and statistics.

**For further information on any of the previous three contact:**

Lindsay Mulcahy  
Dynamic Security Concepts, Inc.  
201-12th St. South, Suite 604  
Arlington, Virginia 22202

703-413-8101 ext 100  
703-413-8107 Fax  
[lmulcahy@dscinc.net](mailto:lmulcahy@dscinc.net)  
<http://www.dscinc.net>

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**Assistant Professor of Human Factors/Applied Experimental Psychology**

**Texas Tech University, Lubbock, Texas**

TEXAS TECH UNIVERSITY'S PSYCHOLOGY DEPARTMENT invites applications for a tenure-track Assistant Professor position in HUMAN FACTORS/APPLIED EXPERIMENTAL PSYCHOLOGY to begin August 2010. The position requires an earned Ph.D., ability to teach undergraduate and graduate psychology courses, mentor students, conduct a productive research program with potential to secure external funding, and provide University service. Specialty area is open. Some preference will be given to human factors researchers that have a cognitive orientation and focus, as well as to those whose research complements that of current faculty. Successful candidates will have a strong psychology background, training in human factors or experimental psychology, and an ability to integrate basic and applied research. The Human Factors program is fully accredited by HFES. For more details, see <http://www.depts.ttu.edu/psy/news/facultyopenings.php>.

To apply, please go to the TTU Employment website (<https://jobs.texasstate.edu>), select the requisition #79448, and create a profile that includes a cover letter, vita, documentation of research and teaching effectiveness, reprints, and three letters of reference.

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**Usability/HF Specialists -- 2 openings, NIST, Gaithersburg, MD**

The National Institute of Standards and Technology (NIST) is seeking individuals to work on solving human factors, usability and accessibility issues in several critical application areas. We are looking for people who have an in depth understanding of human factors principles, theories, concepts and techniques; extensive expertise in development and implementations of research methods and methodologies and statistical analysis plans. Successful candidates must be able to collaborate with team members, to self-manage, and to "think out of the box" when analyzing and solving problems.

Please send your resume to [sharon.laskowski@nist.gov](mailto:sharon.laskowski@nist.gov)



**Lead Human Factors Designers -- 3 high level positions, recruiting by [www.bobsearch.com](http://www.bobsearch.com)**

### **Positions Located in Arizona**

Initiate a high level mandate to improve the usability of products and systems by incorporating a Human-Centered component for this growing division of a premier defense contractor. As a Lead Designer - Human Sciences (LD), you will have influence and interaction across the enterprise. The LD works in interdisciplinary teams to develop creative Human-Centered solutions.

Our client is a division of a large global company, with this highly successful division located in Arizona. This company is highly innovative, with limitless opportunities and challenges, providing an environment where individual performance, contribution, growth, innovation, and creativity are highly valued. The LD should be a visionary leader who demonstrates comprehensive understanding of the principles of experience design, information architecture, human science, and/or visual interaction design. As the LD, your key objectives will include:

- Mobilize new projects and quickly develop basic technical understanding.
- Research and integrate design strategies, product specifications, and user expectations into project deliverables.
- Build plans with the team to execute Human-Centered Design activities, including the development of stakeholder maps, user personas, operational scenarios, and functional mockups and prototypes for evaluation with end-users.
- Seek out relationships with key “influencers” within the company (including at related remote sites) and at military customer locations, to identify opportunities and requirements for Human-Centered projects.
- Conceive, plan, script, refine and execute exercises that will effectively test usability and properly showcase the capabilities and value of Human-Centered Design.
- Serve as a subject matter expert for Human-Centered design.
- Serve as an advocate for continuous process improvement. Lead large sized continuous process improvement efforts.

Contact: Amanda Smith / [amanda@bobsearch.com](mailto:amanda@bobsearch.com) - 949-474-3365



### **Tenure-Track, Junior-Level Professorship, George Mason University, Fairfax, VA**

HUMAN FACTORS AND APPLIED COGNITION. The Department of Psychology has a tenure-track, junior-level professorship available to begin in Fall 2010. We seek cognitively oriented human factors researchers who closely integrate theory and application. The position is open to a variety of research specializations, as long as the research advances cognitive theory in the context of real-world problems. We particularly seek researchers working on applications in areas such as, but not limited to, transportation, medical systems, and human-computer interaction. The successful candidate will be part of the Arch Lab, which consists of 8 full-time faculty, 6 adjunct faculty, and about 35 graduate students. Arch Lab members conduct research in attention, audition, biological motion, eye movements, imagery, memory, and visual perception as applied to such domains as automation, aviation, driving, robotics, and human-computer interaction. Work in the lab is primarily focused on behavioral and computational methods of research, but convergent evidence from cognitive neuroscience (ERPs, fMRI, TMS) plays an integral role in many of our research programs. See <http://archlab.gmu.edu>. Candidates for higher ranks may be considered if they are able to bring external research funding with them. Candidates must demonstrate scholarship capable of attracting external funding and strong teaching potential/experience at both undergraduate and graduate levels.

Applicants must apply online at <http://jobs.gmu.edu> and write in position number F9235z. Applications should include (a) cover letter, (b) a vita, (c) research and teaching statements, and (d) three representative research reprints. [Non-electronic reprints may be mailed to Ms. Ridley]. In addition, three letters of reference should be submitted, either online to [sridley@gmu.edu](mailto:sridley@gmu.edu) or via regular mail to Ms. Susan Ridley, Human Factors and Applied Cognition Search Coordinator, George Mason University, MS 3F5, Fairfax, Virginia 22030-4444. The search committee will begin reviewing applications on October 1, 2009, and continue until the position is filled.



### Officers for 2009

**President**

Michael Eidelkind  
Northrop Grumman  
Phone: (703) 272-5360  
email: [President@HFESPotomac.org](mailto:President@HFESPotomac.org)

**Directors at Large**

Tyson Rose  
IBM - retired  
Phone: (301) 831-8961  
email: [tyson.rose@gmail.com](mailto:tyson.rose@gmail.com)

**Secretary**

David Cades  
George Mason University  
Phone: (703) 993-8292  
email: [dcades@gmu.edu](mailto:dcades@gmu.edu)

Larry Sager  
BAE Systems  
Phone: (703) 284-8414  
email: [lawrence.sager@baesystems.com](mailto:lawrence.sager@baesystems.com)

**Treasurer**

Autumn Szabo  
U.S. Nuclear Regulatory Commission  
Phone: (301) 251-7601  
email: [Treasurer@HFESPotomac.org](mailto:Treasurer@HFESPotomac.org)

*Next election September 2009 for President, Secretary, Treasurer and one Director at Large*

### Committees

**Awards**

Tyson Rose  
IBM - retired  
Phone: (301) 831-8961  
email: [tyson.rose@gmail.com](mailto:tyson.rose@gmail.com)

**Chapter Meeting Program Director**

open

**Membership/Directory**

Autumn Szabo  
U.S. Nuclear Regulatory Commission  
Phone: (301) 251-7601  
email:

**Webmaster**

Jack Laveson  
Integrated Systems Research  
Phone: (703) 642-3677  
email: [Webmaster@HFESPotomac.org](mailto:Webmaster@HFESPotomac.org)

**Newsletter**

open

**Government Relations Committee Liaison**

open

**Student Liaison**

Open

*Please contact any of the chapter officers if you have interest in filling an open committee position or would like to run for office*