The IEEE Ottawa Section (OS), and IEEE Communications Society, Consumer Electronics Society, and Broadcast Technology Society (ComSoc/CESec/BTS) Ottawa Joint Chapter, in joint venture with IEEE Electromagnetic Compatibility Society (EMC) Ottawa Chapter, IEEE Microwaves/Antennas/Propagation Society (AP/MTT) Ottawa Joint Chapter, IEEE Ottawa Photonics Society (IPS) Ottawa Chapter and IEEE Algonquin College Student Branch (ACSB) are inviting all interested IEEE members and other engineers, technologists, and students to:

The IEEE Consumer Electronics Society (CESoc) Distinguished Lecture on

Transmitting consumer products and "electro-phobia": Why are People REALLY scared of Electromagnetic Fields?

by

Elya B. Joffe,
Senior EMC Engineer and V.P. of Engineering, K.T.M. Project Engineering, Israel

DATE: Friday March 28, 2014
TIME: 6:00 pm – 7:30 pm.  Refreshments and Networking: 6:00 pm – 6:30 pm
Distinguished Lecture: 6:30 pm – 7:30 pm
PLACE: Algonquin College, T-Building, Room T129, 1385 Woodroffe Ave., Ottawa.
PARKING: No fee after 5 p.m. at the Parking Lots B&9. Please respect restricted areas.
ADMISSION: Free. Registration required. To ensure a seat, please register by e-mail contacting: Wahab Almuhtadi almuhtadi@ieee.org.

Abstract
Why are people really scared of Electromagnetic Fields (EMF) ? Are they really the “killing fields” as denoted by the press, or...
Some common claims against EMF include:
- “Science still does not know how dangerous the radiation is, but,… within a year, a decade, a century, it will…”
- “Standards for limiting dangerous exposure were prepared by biased parties”
- “Standards consider thermal effects only, whereas, many a-thermal effects, including cancer, are not considered”
- “Wait and see - EMR exposure will be similar to asbestos and smoking…” (and yet, they keep on smoking…)
- "Well known, respectable scientists do not exclude connection between EMR and cancer"
- "Prudent Avoidance - better be safe than sorry"

This presentation attempts to shed light on the issue of "Electrophobia", or "Why are people really scared of Electromagnetic Fields". It discusses the history of EMF usage, the evolution of EMR standards, from the turn of the 20th century to date, and the evolution of the public response to the EMF and its usage.
Although it covers only technically acceptable figures, statistics etc., it rather addresses this controversial issue from a users' point of view, addressing the sources of fear, the facts and fallacies, and the risk in… risk research.

Speaker's Bio
Mr. Joffe is employed by K.T.M. Project Engineering - an engineering consulting company in Israel, since 1987. He currently holds a position of the V.P. of Engineering and works as a Senior EMC engineering Specialist and consultant. Eliya holds a B.ScEE in Electrical Engineering from the Ben Gurion University in Israel, is a Registered Professional Engineer.

Mr. Joffe is also an iNARTE (International Association for Radio, Telecommunications and Electromagnetics Engineers) certified Senior EMC Engineer, ESD Control Engineer and EMC Master Design Engineer. Since the merger of iNARTE with Exemplar Global (RABQSA International), he also serves as member and Chair Elect of the RABQSA BoD and as Chairman of the iNARTE Advisory Committee.
Elya has 30 years of experience in government and industry, in EMC/E³ (Electromagnetic Compatibility/Electromagnetic Environmental Effects) for electronic systems and platforms (in particular – aircraft and aerospace). He is actively involved, as an EMC/E³ Specialist, in the EMC design of commercial and defense systems, from circuits to full platforms. His work covers various fields in the discipline of EMC, such as NEMP and Lightning Protection design.

Mr. Joffe is also well known in Israel and abroad for his activities in EMC training and education, and has authored, developed and presents many courses on Electromagnetic Compatibility and related topics. He has authored and co-authored over 30 papers in EMC and EMC-related topics, both in the IEEE Transactions on EMC and Broadcasting, as well as in the proceedings of International EMC and Product Safety Engineering Symposia.

**Elya is also the main Author of the Book:** "*Grounds for Grounding: A Circuit to System Handbook*", published by John E. Wiley & Sons, 2009.

Mr. Joffe is Senior Member of IEEE, and has served as a member of the IEEE EMC Society of the Board of Directors since the year 2000 and is the **Past President of the IEEE EMC Society**. He is the current **President of the IEEE Product Safety Engineering Society**. He is also the Immediate Past Chairman of the Israel IEEE EMC Chapter. He is also a member of the Board of Governors of the **Society for Social Implications of Technology (SSIT)**.

Mr. Joffe is a member of the **IEEE Education Activities Board (EAB)** and Chairs the IEEE Continuing Education Committee (CEC).

Mr. Joffe also served as a “**Distinguished Lecturer**” of the IEEE EMC Society, for the years 1999 through 2000 and now serves as a “**Distinguished Lecturer**” for the Consumer Electronics Society.

Mr. Joffe received several awards from the IEEE and EMC Society for his activities. In particular - he is a recipient of the IEEE EMC Society "**Laurence G. Cumming Award for Outstanding Service**" for “outstanding Service and leadership as the Israeli IEEE EMC Chapter Chairman, contributing to the EMC standardization of commercial products in Israel, promotion of the IEEE International EMC Symposium as Chairman and Contributing to the overall success of the IEEE EMC Society” (Ca. 2002), the "**Honorary Life Member Award**" of the IEEE EMC Society for “outstanding service to the EMC Society in globalization, regional and international standardization, and for on-going EMC chapters and membership initiatives” (Ca. 2004), the IEEE EMC Society "**Technical; Achievement Award**" for "over two decades of significant professional achievements in airborne and avionics EMC and printed circuit design/analysis for fast digital/analog signals and for significant contributions to the understanding of interference coupling to avionics, and RFI emissions from avionics and cost effective EMC measures for increasing systems’ immunity to EMI” (Ca. 2004), the IEEE EMC Society "**Symposium Chair Award**" "in appreciation for contribution as Chair of the 2003 IEEE Symposium on Electromagnetic Compatibility in Istanbul" (Ca. 2004) and the IEEE “**Third Millennium Medal**” “…in recognition and appreciation of valued services and outstanding contributions”.

Mr. Joffe is also the recipient of the very prestigious "**2006 IEEE RAB Larry K. Wilson Transnational Award**" "For outstanding contribution to enhancement of the transnational character of IEEE through promotion of conferences, membership and chapter development on a regional and global basis”.

Mr. Joffe is a member of the very prestigious honor societies: **IEEE Eta-Kappa-Nu** (IEEE-HKN) and the "**dB Society**".