

FIA Council Meeting – 12th December 2002 - Attachments:

Special Project

Over the last three years the activity level of the FIA and its various directorates has reached an all time high, as has the number of members. The FIA Council has decided that the time has come to provide further tangible benefits by delivering new and potentially revolutionary products and services.

The FIA Council has decided to sponsor one or more of its members in projects leading to the production of new products and/or services that are clearly and demonstrably of benefit to the vast majority of our members. In January 2003, the FIA will issue a "Request for Sponsorship" which details the scheme. Responses from FIA members to this RFS will be required by 28th February 2003. Members of the FIA Council will then analyse and adjudicate the submissions before awarding the successful member (or members) the required funding at an FIA Dinner in March 2003.

The initial level of sponsorship is expected to be £5000 but is not restricted to this figure if the ideas are good enough. The sponsorship deal is not restricted to pure financial assistance. The Technical and Commercial Directorates of the FIA will provide assistance free-at-the-point of delivery to the successful applicants.

Applicants can be ensured of full confidentiality of the project development, as all involved participants will be required to sign relevant confidentiality documents.

In return for their sponsorship, the FIA require that the products or services produced under the programme are offered to the FIA membership at a discounted price.

As a result we have a virtuous circle – the FIA funds a development, from funds provided by its membership, which is then offered back to its members at a very competitive rate.

For the attention of THE FIA COUNCIL



The IT cabling infrastructure
division of
e-Ready Building Limited

The IT cabling consultants

e-Ready Building Limited
Next generation IT Infrastructures

Date: 11th December 2002
Our Reference: MG/MG/3982
Your Reference:

REPORT FOR FIA COUNCIL MEETING 12th DECEMBER 2002

OUTSTANDING ACTIONS

From last meeting

- Email MP report for inclusion in the AGM Chairman's report by 12th November - **completed**
- Forward any connectors for the new Guide to SS by 31st October - **completed**
- Prepare Treasurers report for the AGM - **completed**
- Contact C&G re minutes - **completed**
- Talk to J. Phillips re further work on OTDR spreadsheet - **outstanding**
- Work on draft re FIA special project and email to Council - **completed**

From previous meetings

- Keep Council informed re progress of seminar for Improcom - **ongoing**
- Finalise OTDR web service with PB on 22/4/02 - **see below**
- Add news items to web site once received from NM - **nothing received as yet**
- Once received put Club Optique info on French area of web site
- Complete Training & Qualifications area on the web site – **underway (Issue 5 on web-site)**

FINANCIAL

Having just received the accounts for November I have not had time to circulate the usual spreadsheet. The latest spreadsheet shows October performance.

The draft accounts for the year to November shows a loss YTD of £627 (cf. a loss of £968 last year). A loss in November is normal and is due to the low level of membership renewals in the month (every year). Considering that this November the FIA incurred the additional costs associated with the ECA Seminar and the printing of the web-browser paperwork we have turned in a good performance.

The liquidity is £28695 and is £1143 above the position at the end of November last year.

WEB-SITE REPORT

Nothing to report.

TECHNICAL REPORT

Technical Support Guides

We have issued "TSD-2000-4-2-2: OPTICAL FIBRE CABLING: TESTING: Installed cabling characterisation using OTDR equipment".

We are now working on "TSD-2000-3-3: OPTICAL FIBRE CABLING: OPERATION: Polarity maintenance" and the document is almost complete.

The next document is the TSD-2000-1-3 covering the documentation and administration of dark fibre (third party) installations.

The photographs for the Connecting Hardware Selection Guide are underway and will be completed this month.

QUALIFICATIONS

C & G

Nothing to report. Project believed to be on target.

STANDARDS REPORT

Completed standards

Nothing to report.

Standards under development

BSI GEL86/3

This is a "systems" standards group. I have joined it for now on behalf of the FIA to review the detail of its work. I may provide a more detailed analysis in future reports.

BSI TCT7/-/1

The FIA is to prepare an input based upon TSD-2000-4-2-1 and TSD-2000-4-2-2 and submit it to BSI as potential national submission for future CLC work.

The work on Maintenance of Polarity (TSD-2000-4-3-3) is to be submitted to BSI as potential national submission for future ISO/IEC work.

BSI TCT7/-/3

Text of previous report for background.

TCT7/-/3 findings are listed below:

- *in view of the contents of BS EN 50174-1, -2 and the proposed contents of BS EN 50174-3, TCT7/-/3 believe that BS 7718 can be withdrawn;*
- *BS 6701 should be produced as a standard and should include certain elements from BS 7718 in order that the document becomes a normative reference from BS EN 50174 series of standards;*
- *the following sections of BS 7718, covering testing of installed cabling, should be offered to CLC TC215 WG1 and the relevant IEC SC86C group for consideration as part of EN 50346 and the IEC 61280-4-2-x series of standards respectively:*
- *6.5, 6.6, A2.4.1 (including Figure A.1), A2.4.2 (including Figure A.3), A4.4.1, A4.4.2, A4.4.3 and A5.0;*
- *BSI GEL86 should be asked if the contents of A.3 and A.7 are included in any current or planned IEC publications. If they are not then TCT7/-/3 suggest that such work should be initiated in either IEC or CLC committees.*

All remaining text is considered to be outdated and subject to either application/cabling standards in publication by ISO/IEC or CLC or by industry bodies such as the Fibreoptic Industry Association.

At the next meeting of TCT7/-/3 it is hoped that the 3MV draft of EN 50174-3 will be available in order to allow the detailed completion of the proposed BS 6701. The team will then begin to look at the production of the PD. Note: the ECA and FIA should be approached for funding at this point.

CLC and ISO/IEC

The cabling standards groups (ISO/IEC JTC1 SC25 WG3 and CLC TC 215 WG1) have Industrial Premises sub-groups that are interested in including legacy Plastic and Hard Clad Silica optical fibres and the new graded index POF within their new design standards. I am convenor of both activities and therefore will keep the FIA informed of progress in this area.

SKILLSMATCH

We have forty-five entries.



www.fibreoptic.org.uk

FIA Secretariat Report - Council Meeting Thursday 12th December 2002

Actions: Actions completed from previous meeting (4th Oct)
Have not yet identified a small folding table to accompany the new banner stands.

Membership: At the previous meeting I reported the m/ship number of 208

Changes since then:

7/10/02	1 new Corporate	Complete Contract Sols. Ltd.
7/10/02	1 new Corporate	Hutchison Comm. Systems Ltd.
14/10/02	1 x resigned Overseas Corp	Dimension Data ('Of no real current benefit')
14/10/02	1 new Corporate	Belden Wire & Cable
21/10/02	1 new Corporate	Twistnet Comms. Ltd.
4/11/02	1 new Associate	Cabling People
14/11/02	1 x resigned Overseas Corp	Sitaf Qatar (unable to contact – unpaid old sub)
14/11/02	1 x resigned Corporate	Conformance Standards ('Do not wish to re-new')
2/12/02	1 x resigned Corporate	Advance Training Services ('Do not wish to renew')

Current m/ship = 209

Newsletter: Issue 69 was sent out at the end of October.

The next issue is planned for early January and should include AGM info (details of new Council members), details about the 'Special Project' and info re the Jan 22nd seminar.

Mailings to members: The AGM details were posted out to members on 8th November together with Lightspeed Europe event (3-5 December) flyers.

New web site flyer: This has now been printed (2,000 leaflets)

Promotion:

Professional Electrician mag	11 enquiries serviced
www.engineeringtalk.com	3 enquiries serviced
Electrical products	4 enquiries serviced
Fibre Optic Product News	3 enquiries serviced

ECA / FIA event 26th November – Institute of Directors

The new FIA banner stands were used at the event. They look very good. There were a few enquiries from the delegates.

FIA Seminar – 22nd Jan 2003 (repeat of 14th May – full day seminar at Bisham Abbey)

Venue booked – The Building Centre – Bloomsbury Room (hire fee £480) – max 40 theatre style

Refreshments and lunch to be booked early Jan

Draft, issue 1: 27 November 2002

2003 promotional plan The Fibreoptic Industry Association

2002 review

In 2002 we issued seven press releases on various seminars and Technical Guides, arranged, edited and placed nine columns in consecutive issues of *Professional Electrician* and arranged a meeting with Matthew Peach, editor of *Lightwave Europe*. I also held a separate meeting with Robert Riggs, *Cabling World*, at which he agreed he would like regular contributions from the FIA; this has not yet progressed any further. Rob Shepherd, *Network Cabling News*, wants to arrange a meeting in the near future to discuss what we could contribute to his book during next year.

Objective

The proposed thrust of the PR activity for 2003 is:

- 1 To generate publicity around the 2003 seminar programme and to invite key editors.
- 2 To promote new Technical Support Guides as they are produced.
- 3 To publicise changes in training requirements and standards, specifically the forthcoming changes to City & Guilds 3466.
- 4 To raise awareness of the development of new fibre standards, the increasing penetration of singlemode technology into the LAN environment and the impact of higher bandwidth protocols.
- 5 To promote the increasingly complex issues around effective testing.
- 6 To promote the proposed sponsorship scheme when the details are finalised.
- 7 To continue to arrange face-to-face meetings with key editors.
- 8 To investigate the possibilities of regular contributions to key magazines.
- 9 To publicise changes in Health and Safety legislation relating to fibre.

Activities

To achieve the above activities, the following series of actions covering both general publicity and individual projects with specific magazines are proposed..

Seminars

As far as I am aware, the only firm date so far is the 22 January re-run of the May full day seminar. I am aware of a proposal for five or six joint FIA/ECA regional seminars during the year, but this has not yet been finalised.

We should concentrate on promoting the dates and contents through the print media, web-based portals and the newsletter. It might be possible to obtain sponsorship in the shape of editorial promotion from a key book or two – something to talk to Rob Shepherd about.

Technical Support Guides

Promote them via the usual routes as they are finalised. They seem to hit a chord with some of the editors and we have received coverage in several books across the spectrum of magazines.

City & Guilds 3866

Once I am aware of the changes and timescales, we can decide on how to publicise the updated standard. It is an important issue that books such as *Quest* are particularly interested in giving their readers the information as soon as possible.

New fibre Standards

Mike Gilmore has already placed several articles with *Network Cabling News* on this topic – are there further opportunities for coverage under the FIA banner without disrupting his plans?

Testing

Again, Mike is very active in this area; it is another important issue, so we need to decide how the FIA can move forward in publicity terms without cutting across anything he is already doing.

Sponsorship

This scheme would seem to be an ideal candidate for the involvement of a specific magazine to give it wide publicity. Once the details are known, we can develop a specific action plan.

Editorial meetings

We have identified the key editors, putting faces to names is a worthwhile exercise from both points of view. A meeting once per quarter would be about the right frequency.

Regular columns

The series we ran with *Professional Electrician* was very successful in terms of responses, less so in terms of new members signed up. However, the series certainly raised the profile of the FIA, and, as such, was worthwhile in its own right.

The problems from my point of view were quite considerable. The main difficulties were the lack of respect for deadlines from most of the authors and the extremely variable quality of the initial submission to me (with the notable exception of AW and MG). Suitable photographs were also an ongoing issue.

I think it would be good to do more of these columns next year, but we would have to discuss how to address the quality and timeliness issues.

Health and Safety legislation

Any changes in recommendations or mandatory requirements are of great importance to anyone involved in the industry; once we know the implications and timing, we can prepare suitable material and decide on the distribution methods.

Target magazines

The target sectors have not significantly changed from 2002 and, albeit with some casualties which I have noted in my monthly reports, most of the editors are still in place.

Electrical and specialist cabling infrastructure books

Robert Riggs, *Cabling World*

Rob Shepherd, *Network Cabling News*
Matthew Peach, *Lightwave Europe*
Richard Pagett, *Professional Electrician*

Electronics

Richard Wilson, *Electronics Weekly*
Graham Pitcher, *New Electronics*

Networking/Computing

Karl Schneider, *Computer Weekly* – one of his editorial team is more likely to be our primary contact
Colin Barker, *Computing* – one of his editorial team is more likely to be our primary contact

Training

Donald Campbell, *Quest*

Newsletter

The regular newsletter carries the press releases as part of its contents. It might be an idea to email press releases separately to the newsletter distribution list so that the members are informed at much the same time as the media.

The newsletter itself would possibly have more impact if it could be made less text based, but again, we come back to the perennial problem of the availability of suitable photos and illustrations – and effort to lay it out, although I could help with that side of things if required.

IS there any mileage in trying to distribute the newsletter to the ECA email members' list – assuming they have such a thing.

Web site

An excellent resource, sometimes slightly difficult to navigate and perhaps not always fully up to date (but whose is?). If resource is available, it could be jazzed up a little to give a bit of sparkle without making it too slow to download. The FIA site is not high up on the results from Google if one enters "fibre optics". Again, a time-consuming matter to address, but maybe something that should be considered.

External web sites

PR is sent to an increasing number of web based portals and information sites. We should have a campaign of link exchanges – this would also help with the Google ranking issue. Does the FIA ISP supply web stats so that one can see how visitors arrive at the site? It is a very useful tool.

Advertising

If budgets were available, some limited advertising in a very small number of key books would be beneficial. A budget as low as £10000 could go quite a long way.

Parkfield

Invoices for the 12 months December 2001 – November 2002 total £3600.

My time is charged at £500 per day, which covers my time, expenses and communication costs and the admin costs of maintaining the PR database, providing monthly reports and attending routine meetings with you. External costs such as airfares, photography, UK mileage at 50 pence per mile, and postage and editorial separations are charged extra.

For budget purposes, a suggested activity level for 2003 would be four editorial meetings, four feature articles, six columns in a key magazine and eight press general releases.

Budget costs are:

£700 for each editorial meeting to cover lunch and travelling.

£750 for each article to cover placing the article, taking the brief, drafting the copy and following up with the book.

£120 per column to cover either taking the brief and writing original copy or chasing and editing contributions from Council members if required.

£350 per press release to cover taking the brief, drafting the copy, distribution costs and bulk prints.

The total for the year at this level of activity would be £9320 at worst. In practice, I would expect the actual costs to be lower.

Conclusions

I feel that we achieved quite a lot at a very limited cost in 2002 and I think that the FIA profile is significantly higher than it was. We can always do more, but to a great extent that is in your control, I need the raw input in order to be able to action the promotional side of things. If I can be of help in areas other than straightforward PR, I am happy to discuss how I could make a further contribution.

Nigel May

Parkfield

27 November 2002