



# L.I.N.K.

The IEEE NUS Student Branch Newsletter, September 2000

## **Message from the President, Calvin Chong Jin Kiat**

The IEEE NUS Student Branch would like to extend our warmest welcome to you into the EE department. As always, with each new chapter of your academic life in NUS, questions and uncertainties will arise. Nonetheless, we hope that your stay in the EE department will be an enjoyable and memorable one.

The Student Branch would also like to thank all of you for showing great support for our activities during the EE Week. The responses for the Tech Quiz, Web Page Design and NetHunt were overwhelming and this is indeed very encouraging to my committee. For the coming work-year, we would be coming up a series of events, which seeks to enrich your life as an undergraduate in the department. We hope that the IEEE NUS Student Branch is able to serve as a link for EE undergraduates with the EE department as well as the professional world of electrical engineering. We hope that through the participation of our activities, you will be able to experience beyond the normal scope of your academic pursuits and reach a higher stage of learning, a life-long process for all engineers.

Finally, I would like to thank all those who have contributed so much to put this publication together especially the Publication Committee and the lecturers who have given us the invaluable advice and guidance. If there are any doubts or queries concerning IEEE, please feel free to contact us and we will try our best to get you the answers as efficiently as possible. I look forward to your participation in our activities and wish you all the best in your undertakings and may you have a fulfilling year.

## **Message from the Editor, Tan Chin Teong**

This is an entirely a new semester and if you are searching for more ISP, please lookup for our activities which will be brought to you soon! You can get the information from our notice board is beside the corridor from LT6 towards Engineering Canteen. You can always look up our website at [www.crosswinds.net/~nusieee](http://www.crosswinds.net/~nusieee).

In this issue of LINK, there are two interesting articles, which are submitted by our very own EE student. Do you want to know more about study trip to Silicon Valley or Micron Scholarship? Read these articles to find out more.

I would like to thank A/Prof Foo Say Wei, our branch adviser, and my fellow committee members for helping in editing, and distribution. Finally, I wish all of you the best for the coming semester!

## TRIP TO SILICON VALLEY, IN MAY 2000

- Pallavi Ganotra, Electrical Engineering, Year 4

“A mind that is stretched by new experiences can never go back to its old dimensions.” I began my journey into the mysterious Silicon Valley with this famous quote by Oliver Wendell Holmes.

I had the great opportunity to be a part of a study trip to Stanford University and the San Francisco Bay Area (Silicon Valley), California, U.S.A from 7-21 May 2000. This study trip was jointly organized by the Hass Centre for Public Service (Volunteers in Asia), based at Stanford University, National University of Singapore and Thammasat University, Thailand. We were a group of thirty students who participated in the program called American Society and Business, 2000 (ASB 2000) with the theme of: *‘understanding the intersection between American Culture and American Business in terms of how American Culture shapes American Business and how American Business influences American Culture and society.’*

We checked in at Pacific Inn, Mountain View, on 7 May. Our first day, was a day of orientation and introduction to the program goals and objectives. In the entire program, we examined five areas of study: The Business and Education Connection, The Spirit behind American Business: Entrepreneurship, Innovation and Creativity, American Business and Globalization, Diversity and Business: Race, Class and Gender and Socially Responsible Business. We took part in several discussion panels (held at Stanford) and visited several companies in the Bay Area, in order to fulfill the objectives of the program.

The discussion panels included topics like ‘The Role of Stanford and the Stanford student in the Silicon Valley’ by the Senior Associate Director of Undergraduate Admissions, Mr. Jonathan Reider, ‘Women in Business’ which included speakers from McKenna, Yahoo, Incyte, Hitachi and Americorps, ‘Students in Business’, Panel on ‘Relationships’ and ‘Start-up’ Panel Discussion which included speakers from Camdens.com, “It’s Your Business” radio show and Silicon Valley Bank. While the East Coast of U.S.A has more, well-established firms, the West Coast is booming with start-ups and several dotcom companies. We got the opportunity to interact with the employees of ‘Amakai.com’, ‘Fogdog.com’, ‘Proz.com’, Freedom Call, ‘Homestead.com’, Business for Social Responsibility (BSR) and several other companies in the Bay Area and learned about their start-up ventures, the challenges they are facing, their competitors and their future goals. We also visited University of California, Berkeley (UCB) and were briefed by Jett Pilhaus, Associate Director of Admissions at the Haas School of Business, UCB about their MBA program.

The program also had the essential ingredient of sight—seeing and shopping. While we were at Stanford, we explored most parts of the campus, not to exclude the famous Memorial Church and the Hoover Tower. We also got a chance to witness Sunday Night ‘Flicks’, a Stanford tradition dating back to 1937 is an awesome movie experience—complete with paper fights and random free stuff (including tomatoes!). Every Sunday

night, there's a different movie showing at 7pm and 10pm at Memorial Auditorium, which has a thirty-foot screen and is equipped with Dolby Surround Sound.

While we at San Francisco (16-21 May), we took the bay cruise to Alcatraz Island, walked along the Golden Gate Bridge, drove on Lombard Street and shopped at Fisherman's Wharf.

The program formally concluded on 21 May, in San Francisco. However, I decided to stay on for two more days, during which I visited Aligent Technologies and Intel Inc., at Santa Clara, saw the Intel Museum (Santa Clara) and the 'Tech Museum of Innovation' (San Jose). Besides, I also attended a graduate class at Stanford and watched 'The Everest' in the IMAX Dome in the Tech Museum.

This was my first trip to the United States and was indeed, a great learning experience and an eye opener. Besides, I also learned how sometimes little events or conversations are very educational and how sometimes we allow important events to pass through without actually thinking about them. The study trip helped me in several ways, I've won a life-long friend, Darlene Damm (the Program Director herself!) and I also realized that I am not quite the same person after my return to Singapore!

## **Micron Semiconductor Asia Scholarship Presentation**

By Lim Hong Yin & Chin Teong

Micron Semiconductor Asia (MSA) is no longer uncommon to all engineering students. MSA, as it is more commonly known, is one of the leading manufacturers in memory components. In its aim to be the global provider of semiconductor memory solutions, MSA offered scholarships to Electrical Engineering and Mechanical Engineering students in Singapore in order to nurture young and talented engineers specializing in the field of Microelectronics.

Over 500 students from NUS, NTU and 'A' levels applied for this scheme. After going through a thorough selection process, 19 students were selected from NUS and NTU for the scholarship award. 13 of them are from NUS. They will be the first batch of scholars from MSA. Each Micron scholarship recipient is assigned a mentor, whom they will receive their training and guidance from. All scholarship recipients will have to undergo their Industrial Attachment with MSA, less those recipients who are in their final year of studies and they will be bonded to MSA according to the number of years they are sponsored after they have graduated from their studies. Other benefits provided by MSA include invitation to technical seminars and engineering related activities, family day activities, etc.

A scholarship awards presentation ceremony was held on the 19<sup>th</sup> June at East India Room, Raffles Hotel. Our NUS newsletter team is very honoured to grace this special event.

Mr. Ignatius Yeo, Head of MSA Engineering Council, began his welcome speech to start off the event. This was followed by Mr Jen Kwong Hwa, Managing Director of Micron Semiconductor, gave a brief introduction on MSA and the expectation of the scholarship recipients. MSA was formerly Texas Instrument Memory Components Section until

1998, when it became a subsidiary of Micron Technologies Incorporated. Micron Technologies Incorporated, which is based in United States, is currently the largest and to the leading DRAM manufacturer. MSA has an investment of \$350 million in manufacturing and R & D for the year 2000. To keep up with the increasing demand for memory components especially in recent years, MSA has invested huge amount of capital into adopting new technology and equipment as well as providing excellent training programs for its employees. Mr. Jen concluded his speech by wishing recipients all the best in their future endeavors and continue to perform their best because they are now Micron Semiconductor Asia ambassadors in their respective universities.

Mr. Jen presented the awards to the 17 recipients who were present on that day. The mood of the awards presentation were further enhanced by the song of ‘I Believe I Can Fly’ sang by R. Kelly. Recipients of the scholarship from NUS are as follows:

1	Chua Wei Hong	NUS	EEE	4 <sup>th</sup> Year
2	Gan Chin Soon	NUS	EEE	4 <sup>th</sup> Year
3	Lim Koh Sang	NUS	MPE	4 <sup>th</sup> Year
4	Tan Kwan Hwee	NUS	MPE	4 <sup>th</sup> Year
5	Lim Bok Sim	NUS	EEE	3 <sup>rd</sup> Year
6	Ong Kah Meng	NUS	EEE	3 <sup>rd</sup> Year
7	Phoa Shei Lay, Angeline	NUS	EEE	3 <sup>rd</sup> Year
8	Poh Teck Leng, Edmund	NUS	EEE	3 <sup>rd</sup> Year
9	Tang Kok Siak	NUS	EEE	3 <sup>rd</sup> Year
10	Chong Hui Van	NUS	MPE	3 <sup>rd</sup> Year
11	Wang Ai-Chie	NUS	MPE	3 <sup>rd</sup> Year
12	Chua Pei Zhi, Gary	NUS	EEE	1 <sup>st</sup> Year
13	Ting Siew Tee	NUS	EEE	1 <sup>st</sup> Year

After the award presentation ceremony, guests and recipients were invited for a tea reception. The recipients took this opportunity to get to know and interact with their mentors. Later, all recipients proceed to a group photo taking session with the Managing Director, Mr. Jen, Micron team leaders, representative’s lecturers from NUS (Associate Professor G.S. Samudra) and NTU, as well as their respective mentors. The group photos, which would be published in The Strait Times newspapers, were coordinated and taken by professional photographers. This clearly shows how much effort that MSA had put to make this ceremony a success.

In conclusion, MSA has put in much effort in their first scholarship program. We dare say that all present that day were impressed by the effectiveness of MSAs’ personels. Finally, congratulations to all Micron scholarship recipients.



Fostering Technological Innovation

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