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TEKWEB CENTER STAGE

TekWeb Center Stage is a place to highlight a recent event or program. Have you just completed a successful customer seminar? Did your product marketing team rally at a motivational outing? Did your entire department volunteer to pick up trash during the United Way Day of Caring? Capture those moments in a picture, write up a short description of the event and submit it to [Corporate Communications](#).

The Future by Design

Center Stage
May 21, 2003

[2003 Center Stage Archives](#)

In an effort to bring Tektronix engineers together in a casual, fun and enlightening environment, from April 30 to May 2, Tektronix hosted the 3rd Annual Tektronix Engineering Symposium. Called the "Future by Design," the focus was on how Tektronix engineers work together to shape the future. Approximately 627 Tektronix employees—mostly engineers—attended the event.

The first day was devoted to informational and demonstration booths, technology discussions, and engineering games. The engineering event displayed different booths in areas such as probing technologies, engineering efficiency improvements, ASIC development and tools, customer experience, innovating around the world, software technologies, and technical computing.

One of the most popular events of the day was the prediction booth. According to results, the future at Tektronix looks bright. Tektronix will acquire Agilent in the next two years, although Disney is a close second. Tektronix will have six business units, following in line with the 4+2 strategy, and the top bandwidth on oscilloscopes will be 20 GHz. This won't stop Rick's hair from turning gray, since half of you say it's already gray and half of you say that it will be gray when he stops dying it. Many of you think one of the business unit VPs will succeed Rick, but Krusty the Clown was also a popular bet.

A new ingredient of this year's Engineering Symposium was the Face-Off Game. This trivia contest pitted two prestigious teams of approximately 5 people against each other answering trivia questions. The highlight of the FACE-OFF was when the Executive Staff overwhelmed the Tektronix Fellows. Dan Knierem got a good laugh out of the crowd when he quipped, "Apparently, we're not as well versed in fiction as the executive staff." Moderator David Churchill added a special twist to the FACE-OFF by asking the two teams that were tied at the end of regulation to develop and recite a poem. Everyone in the audience had a good laugh, learned something and most of all had fun watching the contestants sweat and agonize over the questions. Pre-announcement: The FACE-OFF Game will be back next year.

Rick Wills kicked off the second day's events with a keynote address, then attendees were off to attend the technical presentations. Topics ranged from a number of collaborative engineering presentations to jitter and wander, from next-generation ASIC tools developments to embedded Linux, from designing for reliability to plug-in technology. (Presentations will be available online soon; look for details in an upcoming Currents article.)

"I am again amazed at the interaction between the attendees. This is the third year in a row that we have had a fabulous turnout," said Paul tenZeldam, project leader for the Symposium. "I'm sure everyone who participated noticed an increased awareness of the company's technical innovation. Tektronix' future is truly 'by Design.'"

[Submit a Center Stage idea!](#)



Rick Wills delivers the keynote address.



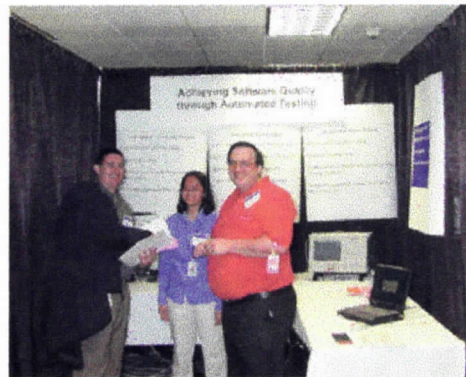
The Tek Fellows contemplate the Face-Off Question.



Charlie Tohlen and staff man the EMC Demonstration booth.



The Distributed Teams booth had a lot of visitors throughout the event.



All smiles after achieving Software Quality!



Rick Wills presents the newest Tek Fellow, Jack Hurt, with The Watch. Jack will always be thinking about Tektronix.



Kelcie Anderson, Paul tenZeldam and Martin Baggs at the end of another successful Engineering Symposium.

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