



IEEE

MADISON SECTION NEWSLETTER

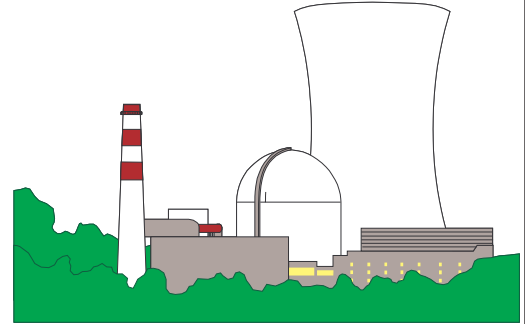
VOLUME 9, NUMBER 8

SERVING IEEE MEMBERS OF SOUTH CENTRAL WISCONSIN

NOVEMBER 2006

New Nuclear Generation

- Date/Time:** Thursday, November 9, 2006, 11:45 AM - 1:00 PM (NOTE: 2nd Thursday of the month!)
- Speaker:** Professor Paul Wilson, PhD, University of Wisconsin Energy Institute
- Location:** Rocky Rococo's Pizza, 7952 Tree Lane (Madison Beltline Hwy. at Mineral Pt. Rd.), 608.829.1444
- Menu:** Pizza buffet, salad and soft drinks (cost \$10.00, free for student members)
- RSVP:** by November 6th to Les Schroeder via e-mail (l.schroeder@ieee.org) or call 608.444.9144



Non-member guests are always welcome!

A renaissance in nuclear energy appears to be taking hold - over 30 new reactors are currently being considered for license applications and construction in the next 10-15 years. If completed, this would represent a 30% increase in the number of reactors and closer to 40% increase in installed capacity. But just 10 years ago, the nuclear industry was planning for its own demise. What has changed to put nuclear energy back on course? What of the lingering technical and political issues? This presentation will highlight the major operational gains made by nuclear energy in the last decade, discuss the global issues supporting new nuclear energy and present a number of research areas being pursued to further improve the prospects for the global deployment nuclear energy.

Paul Wilson joined the University of Wisconsin-Madison's Engineering Physics department in 2001, and is a founding member of the University's Energy Institute. His research interests bring together technical and policy issues surrounding energy needs and the role that nuclear has to play. Born in Edinburgh, Scotland, and raised in Fort Saskatchewan, Alberta, Canada, Paul specialized in the Nuclear Power option of the Engineering Science program at the University of Toronto. After receiving his Bachelor of Applied Science in Engineering Science, he began his graduate schooling in nuclear engineering at the University of Wisconsin-Madison. After three years, he moved to Karlsruhe, Germany, where he studied in the Institute for Neutron Physics and Reactor Engineering, earning his Dr.-Ing. degree in Mechanical Engineering in 1998. Returning to Madison, Paul completed his Ph.D. in Nuclear Engineering in 1999.

Joint meeting with IEEE Entrepreneurs Network Affinity Group High Technology Business Speak for Engineers

- Date/Time:** Thursday, December 21, 2006, 11:45 AM - 1:00 PM
- Speaker:** Kevin J. Kelbel, CPA, MBT, Smith & Gesteland
- Location:** Rocky Rococo's Pizza, 7952 Tree Lane (Madison Beltline Hwy. at Mineral Pt. Rd.), 608.829.1444
- Menu:** Pizza buffet, salad and soft drinks (cost \$10.00, free for student members)
- RSVP:** by December 18th to Les Schroeder via e-mail (l.schroeder@ieee.org) or call 608.444.9144

Non-member guests are always welcome!

More information on this presentation will be forthcoming in next months newsletter.

Kevin joined Smith & Gesteland's tax area in 1994, where he is now a partner. Prior to that, he spent nine years in public accounting, primarily with the international firm of KPMG Peat Marwick.

Kevin understands the unique issues facing high-tech businesses throughout Dane County. He has assisted several high-tech clients through the stages of establishing the business entity; selecting software; dealing with income, payroll and sales tax issues; financing; and managing the growth of the business.





Upcoming 2006 Short Courses for Engineers and Other Technical Professionals

- **Introduction to Right-of-Way for Utility Engineers, Technicians and Managers**
November 1–2, 2006 in Madison, WI
February 20–21, 2007 in Las Vegas, NV
- **Land Surveying for Non-Surveyors**
November 3, 2006 in Madison, WI
February 22, 2007 in Las Vegas, NV
- **Basic Telephony and Digital Switching**
November 14–17, 2006 in Madison, WI
- **The Engineer in Transition to Management**
February 19–21, 2007, in Las Vegas, NV
- **Introduction to Planning and Designing Fiber to the Premises**
March 13–14, 2007, in Las Vegas, NV

For further information...

Web: epd.engr.wisc.edu or **E-mail:** danbeck@engr.wisc.edu
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IEEE, IBM Team to Launch TryEngineering.org

The IEEE and IBM are partners in a new Web site that combines information on engineering careers with interactive activities. TryEngineering.org lets visitors explore how to prepare for an engineering career, ask experts engineering-related questions, and play interactive games. Tools for teachers include lesson plans, engineering projects, and a list of student science and engineering competitions. The site also features a roster of accredited engineering university programs now offered in Canada and the United States, and plans call for expanding that list to include programs offered in other English-speaking countries, France, and Germany as well. To view the site, visit <http://www.tryengineering.org>.

Village Opens Doors for Entrepreneurs

By Chris Mcmanes

Want to start a business of your own? IEEE members now have a new place to turn to for sage advice and information: the IEEE Entrepreneurs Village. Introduced in May, the online site provides high-tech entrepreneurs with tools and resources to help them launch new businesses, and expand existing ones. Village members can seek advice and information on topics such as funding, marketing, hiring, best practices, and legal issues.

"We suspected there was a demand for this type of site," says Life Senior Member David Ostfeld, who co-chairs with Senior Member Mauro Togneri the newly formed IEEE-USA Entrepreneurial Activities Committee (EAC). "After polling our members, we were certain. Many people said, 'If only I had this when I started up.' The networking and knowledge-gathering capabilities are endless." EAC administers the Entrepreneurs Village, which is one of nearly 100 IEEE online communities. Village members can post discussion items, link to articles from other sites they find helpful, search for other entrepreneurs, and learn about local entrepreneurial groups within the IEEE's U.S. sections. "Like a real community, the village depends on some members making their needs known and others sharing their knowledge," Togneri says. "Our biggest challenge is to get those who need help to ask. We hope to accomplish this by providing useful tools and encouraging member participation."

Just Ask

Recently, a village member seeking information on filing an international patent posted his query on the members forum. The ensuing online discussion appears to have been helpful. "I really appreciate the time you have taken to help me," the member wrote. "Without these tools, I would have been lost."

Another question posted in mid-May—"What are your needs as an entrepreneur?"—generated a flurry of activity, and the conversation thread was still going strong in July.

A virtual marketplace to link businesses with those that have products or services is to be added soon. Either a business can post a query looking for a specific product or service, such as new DVD technology, or larger businesses and venture capitalists can search for early stage technologies they might be interested in funding.

"We expect the part of the village that helps entrepreneurs match up with companies that may need their products or services will be extremely popular," Togneri says.

In addition to linking high-tech entrepreneurs with their peers, the village has a mentors database. It can help business owners find a mentor by providing information on a prospective mentor's marketing background, size of the mentor's company, industry experience, location, and availability. Entrepreneurs can search for a mentor by entering the same criteria.

"Mentors are critical to the success of the village..."

"Mentors are critical to the success of the village," says Togneri, who encourages experienced entrepreneurs to become mentors. "By imparting their knowledge and experience, they make it easier for prospective entrepreneurs to start new ventures. People starting businesses like to ask questions and gain insight from those who have already gone through it. The village provides that opportunity."

Visit the IEEE-USA Entrepreneurs Village at <<http://www.ieeeusa/careers/entrepreneurs>>.

SPAM, SCAMS AND PHISH

Without a doubt, IEEE Madison Section readers are unhappily familiar with email spam and the great variety of scams and phishing attacks that are sent via email. As we are becoming more sophisticated in being able to spot at a glance what is real and what is not, so are many scam artists becoming cleverer in their approaches in order to fool us.

According to the Anti-Phishing Working Group, "Phishing attacks use both social engineering and technical deception to steal consum-

ers' personal identity data and financial account credentials. Social engineering schemes use spoofed emails to lead consumers to counterfeit websites designed to trick recipients into divulging financial data such as credit card numbers, account usernames, passwords and social security numbers. Hijacking brand names of banks, e-retailers and credit card companies, phishers often convince recipients to respond."

Always be suspicious of any email that requests personal information. For more information, and hints on how to avoid scams, go to <http://antiphishing.org/consumer_rec.html>.

World Bytes

By Terrance Malkinson

• We have all at some point-in-time used the Google's search engine to find information that we needed. In "Google Revealed: An Inside Look at How its 'out loud' Culture Translates Into Technical Advantage [Informationweek.com, #1103, 28 August 2006, pp.34-43, www.informationweek.com], Thomas Claburn provides insights on how the companies unconventional IT strategy makes information "universally accessible and useful."

• The third quarter issue of IEEE Engineering Management Review [34(3), 2006] focuses on the "world of work." Sixteen reprinted articles, totaling 162 pages, provide the best of the published literature on the world of work, such as "The Use of Humor in the Workplace" and "So You Want to be a Global Project Manager?" Engineering Management Review has been published since 1973 and subscriptions are available to IEEE members for \$30 per year. Not available through IEEE Xplore, the Review is an excellent investment for your career success.

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New Library Focuses on Energy and Power

By Nancy Salim

A new online research service, the IEEE Power & Energy Library, can save you time when it comes to searching for articles dealing with power and energy. That's because you no longer have to sift through all 1.3 million articles in the IEEE Xplore digital library's collection of journals, magazines, transactions, and conference proceedings to get to the nearly 100 000 documents on those topics.

The IEEE Power & Energy Library contains more than 10 000 articles on power generation, 36 000 on power electronics, and 34 000 on switchgear, among others. Most archival content goes back to 1988; some date as far back as 1950. The library offers four subscription plans depending on the number of downloaded articles: 150 downloaded articles for US \$2995; 350 for \$4995; 800 for \$9995; or 1750 for \$17 495. (The price of a single article starts at about \$35.) The allotted number of articles is available to subscribers for a 24-month subscription period, or until all the articles contracted for have been downloaded. A subscription allows up to five users to browse the library simultaneously.

The IEEE is running an introductory 14-day free trial of the IEEE Power & Energy Library that offers companies an unlimited number of searches and 10 free article downloads. (The library is not available to individuals, students, or academic institutions.)

For more information about the trial, visit <<http://www.ieee.org/powertrial>>. For more information on the IEEE Power & Energy Library, visit <<http://www.ieee.org/powerlibrary>>.



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For more information, contact John Hicks at (608) 233-4875 or jhicks@wisc.edu.

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*New Library Focuses on
Energy and Power*

World Bytes

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Entrepreneurs*

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