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MARCH 2008

Software as a Service (SaaS) in Niche Markets

Date/Time: Thursday, March 20, 2008, 11:45 AM - 1:00 PM
Speaker: Kenneth Hartman, VP of Operations and Chief Security Officer for Visonex, LLC.
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 UW-Madison student members)
RSVP: by March 17th to Subhadra Ganti via e-mail (sdganti@ieee.org) or call 608.664.2008 ext 172



Non-member guests are always welcome!

Healthcare IT is undergoing a radical transformation. There are several factors at work. Among these are the dramatic increases in the cost of healthcare, the amount of money that the federal government is pumping into healthcare IT, and technology innovations. There are a handful of companies that dominate the large 'Hospital Information System' market space, but there are also thousands of small companies that are each zealously marketing their own solutions to address the needs of highly specialized market niches. Many of these upstart companies are inspired by the web technology driven societal changes (often called Web 2.0) wherein anyone with a computer can become a programmer, publisher, or news commentator. What separates the good from the bad? What does it take to be successful? How do you ensure continued success?

Ken will share war stories and lessons learned while helping Visonex gain a strong national market presence in Chronic Outpatient Dialysis. While his discussion will focus on dialysis, the concepts are easily extended to other niche markets. The discussion will include his thoughts on thriving in your niche, how to understand your market, commoditization of service, pricing, SOA, and Evolutionary Delivery Method.

Kenneth Hartman is the VP of Operations and Chief Security Officer for Visonex, LLC. Visonex is a medical informatics company that serves dialysis centers (www.visonex.com). Prior to joining Visonex, Ken worked for Kraft Foods for ten years in a variety of engineering and management positions. Ken has also worked for The Dial Corp. and Grede Foundries as a project engineer. Ken is applying the Total Quality Management techniques that he learned while working in manufacturing to create systems that enable improved delivery of quality care to dialysis patients. Ken holds a BSEE from Michigan Technological University. Ken is serving as the 2008 Chair for the Madison IEEE Section.

The Challenge Of Walking After A Stroke

Date/Time: Thursday, April 17, 2008, 11:45 AM - 1:00 PM
Speaker: Kreg Gruben, Associate Professor, Departments of Kinesiology, Biomedical Engineering, and Mechanical Engineering, UW-Madison
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 UW-Madison student members)
RSVP: by April 14th to Subhadra Ganti via e-mail (sdganti@ieee.org) or call 608.664.2008 ext 172

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Coordination of leg muscles controls the ground reaction force that allows us to stand and walk. A stroke disrupts lower limb muscular control so that the ground reaction force is misdirected. That misdirection will rotate the body leading to a fall. Compensatory strategies may be adopted to preserve upright posture. We will discuss the implications of this coordination deficit for post-stroke rehabilitation.

Kreg Gruben is an Associate Professor in the Departments of Kinesiology, Biomedical Engineering and Mechanical Engineering at the University of Wisconsin - Madison. He served as a post-doctoral fellow at the IBM T.J. Watson Research Center in NY and at Johns Hopkins University in Baltimore, Maryland prior to joining the faculty at UW-Madison in 1994. Kreg holds a PhD in Biomedical Engineering from Johns Hopkins University and a BS in Agricultural Engineering from the University of Illinois at Urbana-Champaign.



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Sir Edmund Hillary: Beekeeper and World Explorer

By Terrance Malkinson

At 11:30 a.m. on 29 May 1953, Edmund Hillary and Tenzing Norgay reached the summit of Mount Everest — the highest point on earth at 29,028 feet above sea level. They succeeded where others previously failed and some continue to fail. Edmund Hillary grew up in Auckland, New Zealand, where he became interested in mountain climbing. Although he made his living as a beekeeper, his passion was climbing the mountains of New Zealand, then the Alps, and finally in the Himalayas, where he climbed eleven peaks of over 20,000 feet. After his, Hillary was ready to confront the world's highest mountain, and he did so with courage and humility.

Sir Edmund Hillary dedicated much of his life to environmental causes and to humanitarian efforts on behalf of the Nepalese people, facilitating the development of their society, building clinics, hospitals and schools. The Sherpas of Nepal are friendly, generous and tough. They live at high altitude, without resources that we take for granted. Inspired by his admiration and respect for these people, Sir Edmund created The Himalayan Trust in 1960 [www.himalayantrust.co.uk/]. The work of the Trust has been based on a few simple but important principles.

- To provide the basic infrastructure needs that the Sherpas really want, that they themselves request and need to help themselves.
- To encourage the Sherpas themselves to contribute time and effort to the projects.
- The Trust is to be staffed by voluntary workers, reducing overhead costs.
- Donations are to be transferred directly to the projects in Nepal — no money paid to middlemen or agents.

The results of his extraordinary efforts have been both moving and immensely beneficial. The Trust continues to create schools, hospitals and health centers, and repair monasteries, and regenerate forestry, as well as respond to natural disasters. On 11 January 2008, Sir Edmund Hillary died at home in New Zealand at the age of 88, mourned by admirers around the world, and leaving a substantial legacy as a role model and of contribution to the betterment of the world. His motto: "Be Determined; Aim High."

Initiative For Science Literacy

Our democratic society is becoming increasingly dependent on science and technology. It is essential for the well-being of our society that all citizens develop an appreciation of science, the benefits of technology, and the potential risks associated with advances in both. Citizens must gain "science literacy."

Science literacy does not require detailed knowledge of any particular field, but rather a broad understanding and appreciation of what science is capable of achieving and, equally important, what science cannot accomplish. Science literacy enables the public to make informed choices, to reject quackery and unproven conjecture, and to avoid being bamboozled into making foolish decisions where matters of science and technology are concerned.

The Initiative for Science Literacy has two goals: to promote literacy in science, mathematics, and technology among the general public and to attract future generations to careers as the researchers, entrepreneurs, and teachers on whom the nation's continuing economic health

and national security will depend. Society makes progress in addressing critical issues by having both a skilled, creative, and productive work force and a citizenry able to judge the risks and enjoy the benefits of advances in science and technology. The Initiative seeks to boost opportunities for educational success for all students, especially those from under-represented groups, and to empower adults to participate responsibly in our cherished democratic institutions. The Initiative aims to enhance the development of talent for careers in science and in science teaching and to advance the level of appreciation of science among the non-practitioners who are its beneficiaries. The Initiative also explores and helps to establish links between science, the arts, and the humanities.

The Initiative is directed by Professor Bassam Z. Shakhashiri of the University of Wisconsin-Madison Chemistry Department. Programs draw on the concepts developed by Dr. Shakhashiri during many years of innovative work in science education and through his extensive experience as a faculty member at the University, his work with the University of Wisconsin-Madison Institute for Chemical Education, and his six years as the chief education officer of the National Science Foundation. His very successful programs have included research and development in chemistry demonstrations, the annual Holiday Lecture, the Chemical Demonstrations book series, discussions of science on radio and television, the Science is Fun Web site, the Conversations in Science series, and the Science in the City program.

The Initiative has its headquarters at the University of Wisconsin-Madison. Support is sought from individuals, business and civic groups, and private and governmental sources. Support for this program will have a direct and continuing impact on our nation's ability

to maintain its leadership in the sciences and in technology.

For more information about the Initiative for Science Literacy, contact Professor Bassam Z. Shakhashiri (608-262-0538, bassam@chem.wisc.edu) or visit the website at <http://www.scifun.org/>.

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Wisconsin Renewable Energy Summit

The fifth annual Wisconsin Renewable Energy Summit for 2008 will be held in Milwaukee, Wisconsin on March 12-14 at the Midwest Airlines Center. The Summit, titled "Green Jobs – Growing Wisconsin's Economy," will focus on the role that renewable energy, such as wind power, solar energy, geothermal, green buildings and bio-energy technologies will play in supporting Wisconsin's economic well being. Growth of renewable energy businesses will create new "green collar" jobs in Wisconsin. Those jobs include: manufacturers, installers, consultants, engineers, and associated professions. Renewable energy in Wisconsin has the potential to produce 35,000 jobs in the next 10 years. See <<http://www.renewableenergysummit.org/>> for more information.



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