



IEEE

MADISON SECTION NEWSLETTER

VOLUME 13, NUMBER 1

SERVING IEEE MEMBERS OF SOUTH CENTRAL WISCONSIN

JANUARY 2010

Wind Power Half-Day Seminar

Meeting held jointly with the City of Sun Prairie's Office of Economic Development - Wind Power Happy Hour

Date/Time: Thursday, January 28, 2010, 1:00 PM - 5:00 PM (Happy Hour follows from 5:00 - 7:00 PM)

Speaker: Jeff Anthony, Director of Marketing, American Wind Energy Association (AWEA)
Michael Vickerman, Executive Director, RENEW Wisconsin
Mitch Bradt, P.E., Program Director, UW Madison
Dr. Adel Nasiri, Professor UW Milwaukee



Wind Power Happy Hour Sun Prairie, Wisconsin

There may be a speaker from the new Vestas-UW-Madison R&D partnership
Location: Cannery Grill, 315 E. Linnerud Dr, Sun Prairie, WI (location may change depending on attendance)

Registration: Free if pre-registered by Jan. 25th, \$20 thereafter

RSVP: to Neil Stechschulte via email (nstechschulte@cityofsunprairie.com) or by phone at 608.825.0894.
Please also CC your RSVP to David Marca via e-mail (dmarca@openprocess.com) or call 617.645.1358

Non-member guests are always welcome!

Mr. Anthony will provide a presentation on the market demand for wind energy in the United States, as well as an overview of supply chain trends.

Mr. Vickerman will provide an overview of wind energy and wind farm development here in Wisconsin.

Mr. Bradt will provide an introduction to Wind Turbine Equipment and make a comparison of the technologies.

Prof. Nasiri will provide a presentation on the research and educational activities at UW-Milwaukee

See the [WPHH Energy Seminar Flyer](#) for full details.

February Meeting - TBD

Why Doesn't My Electricity Come from the Sun? Future Materials for Harnessing Solar Energy

Date/Time: Thursday, March 18, 2010, 11:45 AM - 1:00 PM

Speaker: Mike Arnold, Assistant Professor - Department of Materials Science & Engineering, UW-Madison

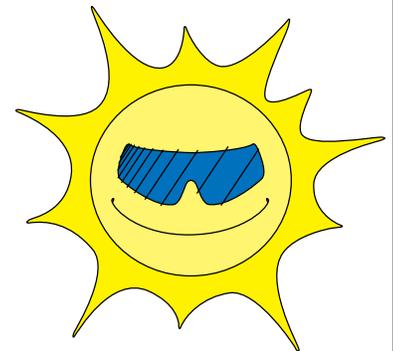
Location: Rocky Rococo's Pizza, 7952 Tree Lane (Madison Beltline Hwy. at Mineral Pt. Rd.), 608.829.1444

Menu: Pizza buffet, salad and soft drinks (\$5.00 members, \$10.00 non-members, free for UW-Madison student members)

RSVP: by March 15th to Charles Gervasi via e-mail (cj@cgersvasi.com)

Non-member guests are always welcome!

Talk abstract and presenter bio will be posted online when available.



Software Tool Helps Web Developers Identify Seizure-Causing Content

Date/Time: Thursday, April 15, 2010, 11:45 AM - 1:00 PM

Speaker: Gregg Vanderheiden Ph.D., Director Trace R&D Center

Location: Rocky Rococo's Pizza, 7952 Tree Lane (Madison Beltline Hwy. at Mineral Pt. Rd.), 608.829.1444



Upcoming 2010 Short Courses for Engineers and Other Technical Professionals

- **Expanding Skills for the Engineer in Transition to Management**
March 1-3, 2010 in Las Vegas, NV
- **Proper Electrical Grounding of Communication Systems**
March 2-4, 2010 in Las Vegas, NV
- **Right-of-Way Fundamentals for Utility Engineers, Technicians and Managers**
March 23-24, 2010 in Madison, WI
- **Understanding and Using Wireless Data Communications**
April 20-22, 2010 in Madison, WI

For further information...

Web: epd.engr.wisc.edu or E-mail: danbeck@engr.wisc.edu
College of Engineering Department of Engineering Professional Development

IEEE MADISON SECTION NEWSLETTER

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Menu: Pizza buffet, salad and soft drinks (\$5.00 members, \$10.00 non-members, free for UW-Madison student members)
RSVP: by April 12th to Charles Gervasi via e-mail (cj@cgervasi.com)

Non-member guests are always welcome!

Talk abstract and presenter bio will be posted online when available.

IEEE Madison Section Officer Elections

The IEEE Madison Section officer elections were not held as expected at the December 2009 meeting. The ballot will be posted online via the IEEE vTools.voting service sometime in January 2010. You will receive an email with a link to the ballot and instructions on how to vote.



The nominations to date include:

Chair: Sandy Rotter
Vice-Chair: David Marca
Treasurer: Mitch Bradt
Secretary: Charles Gervasi
Member-at-Large: Clark Johnson

New IEEE Madison Section Senior Members

Congratulations to IEEE Madison Section member *Thomas Kuech* who recently became a Senior Member of the IEEE.



Reach over 700 IEEE members in South-Central Wisconsin with information on your products and services every month with an ad in this newsletter.

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1/16 Page (3.5 x 1.125)	\$ 53	46	42	40
1/8 Page (7 x 1.125 or 3.5 x 2.25)	82	74	68	67
1/4 Page (7 x 2.25 or 3.5 x 4.5)	129	118	112	110
1/2 Page (7 x 4.5 or 3.5 x 9)	205	192	185	183
Full Page (7 x 9)	330	315	306	303

Capital Science & Engineering Fair

The Capital Science & Engineering Fair (CSEF), supported by the Madison Section of the IEEE, is a regional high school science fair attracting students doing original science, technology, math or engineering research. The fourth annual CSEF will be held in Madison on February 27, 2010 and is open to high school students from Columbia, Dane, Dodge, Green, Iowa, Jefferson, Lafayette, Rock, and Sauk counties. Anyone interested in judging at CSEF should please contact the CSEF Judging Chair, Laura Balzano (sunbeam@ece.wisc.edu).

Top 10 Online Time Wasters @ Work

BY ABBY VOGEL

10. Wikipedia

When you need to look up a quick fact or double-check some stats, Wikipedia can be a very useful tool. It's also very addictive, especially if you become involved in contributing to the articles. But even if you don't contribute, reading one article leads to reading another, which leads to another ... and there's your whole day. The lure of soaking up useless facts while you're supposed to be getting work done is sometimes overwhelming.

9. Games

Solitaire was distracting enough, but now there is a whole web full of games to try. If you're a fan of old school arcade games, you can find Pacman, Tetris, Frogger, Super Mario, etc. online. There are also hundreds of different card games available online. If you prefer a game with a bit more action you can find shoot-em ups, role-playing games, racing games and puzzle games. If you find yourself addicted to a particular game, some sites let you download it and play it at anytime. You can even play games through Facebook or by downloading an app for your mobile phone.

8. Chatting

While instant messaging can be a useful intra-office tool, it can also be a time-waster, especially if you're using personal chatting programs on Gmail, Facebook or AIM. At work, there's always someone with a lot less to do who will tempt you into a chat marathon. While you can put your status as "away" or "busy", you will still be interrupted by new messages, new people coming online, and new people trying to get your attention. Make your time yours by closing your chat client and only opening it when you really need to chat.

7. Shopping

Want some new stuff or some slightly used stuff? Sites like Amazon, eBay and Craigslist are a great way to get whatever you are looking

for at a price you can live with and can definitely waste time. While the Craigslist site is low-tech, you can waste time looking for a job, finding an apartment, meeting your future spouse, and selling your old dinette set. eBay is another time-trap — once you decide to buy an item the site, it can be hard to look away because you don't want to be outbid. On Amazon, you can find and buy almost anything — books, music, guitars, shoes and so much more.

6. Sports

You can spend a lot of time each day checking on scores, fantasy football stats, watching the action, watching replays, reading commentaries and chatting on sports forums. For fantasy sports, there are there countless sites and services designed to help fans organize and manage leagues, and hundreds of books and newsletters devoted to strategy and predictions. As with any passion, sports can take up a



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large chunk of time if not properly managed.

5. YouTube

You can spend hours upon hours watching cool stuff on YouTube, as every video has a dozen other related ones to get you to stay on the site. A two-minute video turns into watching a four-minute video and then a three-minute video. And that really works to waste time. Once you start clicking it's difficult to stop.

4. News

Some people are plugged into national news all day long, while others spend their time reading celebrity news. Britney, Lindsay and Paris make for easy time-wasting on sites like Perez Hilton, DListed and TMZ. One way to organize your favorite news and blogs is to use an RSS feed reader such as Google Reader. But that too can get out of hand — if you have 100+ RSS feeds to read every day, you'll spend a lot of time with your feed reader. And any time you feel like procrastinating, you can open up the feed reader and see what new posts have been published. To avoid this, limit your feed reading to once a day and cut your feeds down to a minimum.

3. Personal E-mail

E-mail can be a very productive tool for work, but when you start communicating through personal Gmail, Yahoo or Hotmail accounts at work, e-mail can become a huge time-waster. It can be addictive and can lead to putting off work if you check your email at least four times per hour and reply to everything.

2. Twitter

Twitter starts out with the seemingly harmless question of "What's happening?" Seems like a simple idea, until it starts to consume your day because you're frequently telling other people what you're doing and reading what others are doing, while also looking at photos and reading articles people tweet. Trying to compose a meaningful message in 140 characters or less can also turn into a chore, especially when you end up slicing and dicing your tweets with surgical precision, trying to shave off a character or two and not change the meaning of your tweet. Reading the emails that tell you who is following you can even be a big time suck. If you are the type of person who is constantly checking emails just in case you received another one, then you may be the type of person who compulsively checks for replies — this also wastes time. Paying attention to what is being said about you or your company on Twitter and throughout the social media-sphere is smart, but Twitter can sometimes stop you from getting important things done.

1. Facebook

Facebook and other social networking sites like LinkedIn and MySpace offer many ways to waste time. In addition to reconnecting with old friends or colleagues, sharing links and posting your latest thoughts, Facebook also allows you to post picture galleries, create quizzes and give presents. Even after checking up on your friends' photo galleries and telling your

friends where you are and what you're doing (hopefully you say you're at work working), you still have to check for wall comments and play games (see #9). In addition, businesses are now using Facebook to get across their messages and new products. As more and more people join these sites, the average person's profile is becoming stuffed with add-ons and the amount of time needed to service them grows.

Abby Vogel, Ph.D., is a communications officer in the Research News and Publications office at the Georgia Institute of Technology. In this position, she writes about Georgia Tech research discoveries and developments, and assists reporters in their coverage of Georgia Tech research. Vogel also serves as chair of the IEEE-USA Communications Committee and as an editor for IEEE-USA Today's Engineer.

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