IEEE Advancing Technology for Humanity

Madison Section Newsletter

Find the online archive at http://ieee-msn.truenym.net/news.html

Vol. 14, No. 5 | No newsletter for June and July. Special talk in August! | **May 2011**

SADT/IDEF0 for Augmenting UML, Agile Development, and Usability Engineering

Date: May 19, 2011
Time: 12:00pm - 1:00pm
Speaker: David A. Marca
Agenda: Informal networking will begin at 11:30am.
Presentation will begin at 12:00pm.
Location: Rocky Rococo's Pizza
7952 Tree Lane (Beltline Hwy. at Mineral Pt. Rd.)
Madison, WI 53717 … telephone: 608-829-1444
Menu: Lunch meal provided: $5 for IEEE members, $10 for non-members, free for students.
RSVP: Deadline: May 16. Go to http://meetings.vtools.ieee.org/meeting_view/list_meeting/6669 to register. Please send questions or difficulties to Mark Vincent at mvincent@ecw.org.

Non-member guests are always welcome!

Abstract

Many experts state that: a) specifying "all the small parts of a system" and b) correct expected system usage, can make agile software development more effective. Unified Modeling Methodology (UML) addresses the former, and usability engineering addresses the later. Taken together, they create a systems development framework, capable of: a) specifying functions, data, behavior and usage, b) rapid prototyping, and c) verifying system usability and correctness. All three methods focus on the system, while trying to ascertain context. Correct and complete context requires domain modeling. Structured Analysis and Design Technique (SADT/IDEF0) is a proven way to model any kind of domain. Its power and rigor come from: a) a synthesis of graphics, natural language, hierarchical decomposition, and relative context coding, b) distinguishing control from transformation, c) function activation rules, and d) heuristics for managing model complexity. This talk will explain how SADT/IDEF0 domain modeling can augment, and thus bring correct and complete context to, agile system development, Unified Modeling Language (UML) specifications, and usability engineering.

Biography

David A. Marca is a professor for the University of Phoenix Online School. His six books and 27 papers cover e-Business, business process design, workflow, and software engineering. His latest book with the IEEE is "Open Process Frameworks: Patterns for the Adaptive e-Enterprise". He holds a patent in workflow technology, and is a member of the IEEE. David is also President and founder of OpenProcess, Inc., specializing in strategic planning, systems analysis and design, and e-Business consulting.

IEEE Entrepreneurs & Consultants Network, Madison Networking Meeting

Date: May 5, 2011
Time: 12:00pm to 1:00pm
Purpose: Officer's Meeting.
Location: Madison Area Technical College (MATC West Campus)
302 S. Gammon Road (Across from West Towne Mall)
Madison, WI 53717 ... Telephone: 608-246-6100
Parking: Open parking, so come early to get a closer spot.
Process: Members are encouraged to make introductions, describe endeavors, and make request for: contacts in target companies, needs, resources. Bring your elevator speech and rolodex!
RSVP: Tim Chapman (PrettyGoodGUIs@TrueNym.NET)

Madison Section Newsletter

Find the online archive at http://ieee-msn.truenym.net/news.html

Vol. 14, No. 5 | No newsletter for June and July. Special talk in August! | **May 2011**

Monthly Section Meetings

The third Thursday of Jan.-May and Sep.-Dec. is reserved for a meeting to provide recent research, developments, trends and/or innovations in one of our membership's technical areas.

Section Meeting Schedule for 2011

(schedule subject to change)

(past) **January 19,** Wind Turbine Generators.

(past) **January 20,** Capitol Heat & Power Plant Rebuild Project.

(past) **February 17,** Tesla Coil Design and Construction ... live demo!!

(past) **March 17,** Privacy of Electronic Health Information.

(past) **April 12,** 21st Century Electric Machines

May 19, SADT/IDEF0 for Augmenting UML, Agile Development, and Usability Engineering

August 18, New strategies for debugging electronics

September 1, Consumer Digital Storage: Personal, Shared, Hierarchical, Virtual

October 28, Distinguished Lecturer on Signal Processing: Dr. Patrick Flandrin on time-frequency energy distributions .

November 17, TQM Experiences in the High Precision Instrumentation Industry. Tour the Bruker, AXS facility!!

December 15, Voting for 2012 Officers

Monthly Networking Meetings

The first Thursday of every month is reserved for a meeting to provide networking opportunities for members who are consultants or entrepreneurs. Bring your elevator speech and rolodex!

Networking Meeting Schedule for 2011

(schedule subject to change)

(past) **January 3,** Kickoff meeting for 2011.

(past) **March 3,** SBIR Process and Panel.

(past) **April 7,** Sector67 – Overview of Madison innovation environment.

June 2, iPhone and iPad Development Experiences.

August 4, Working on the Network.

October 6, Telepresence.

December 1, IEEE Tools for Self Promotion.

Join the Madison Section Network at LinkedIn

Madison Section Newsletter

Find the online archive at http://ieee-msn.truenym.net/news.html

Vol. 14, No. 5 | No newsletter for June and July. Special talk in August! | **May 2011**

Section Notes

We encourage our Section members to bring guests to our monthly meetings. We also ask that Section members to consider suggesting becoming a member of the IEEE to their colleagues. Our section is one of roughly a dozen who have celebrated 100 years of continued service to IEEE members. We are proud of our service to the Engineering community of Southern Wisconsin, and invite engineering professionals in our area to any and all of our events!

Our Section runs on the generosity of our members in the donation of their time, skills and efforts. We invite anyone in our Section to consider becoming a Section Officer in 2012. Please send your thoughts and considerations about possibly serving on the Board of Directors for our section to this year's chairman: David Marca, dmarca@openprocess.com Thank you!

IEEE Madison Section Sponsors

We thank the following sponsors for their support of the IEEE Madison Section, and for the valuable opportunities and services they provide to the Section and to its membership:

DLS
EMC & Product Safety Testing • Consulting

Experts in *Medical Device Testing* since 1983.

Comprehensive
We provide EMC and Safety testing for many global standards, including FDA requirements and Medical Device Directive.

Knowledgeable
Our NARTE certified test engineers know the latest changes in U.S. and global standards for medical devices.

Dependable
We provide problem solving and mitigation throughout testing at no extra cost to ensure your product meets applicable standards.

Flexible
We work hard to meet your scheduling needs, ensuring speed to market and saving you time and money.

1250 Peterson Drive, Wheeling, IL 60090
166 South Carter Street, Genoa City, WI 53128
www.dlsemc.com 847-537-6400

Madison Section Newsletter

Find the online archive at http://ieee-msn.truenym.net/news.html

Vol. 14, No. 5 | No newsletter for June and July. Special talk in August! | **May 2011**

IEEE Membership Level Upgrades

Those interested in upgrading their IEEE membership level should send their resumes or other information showing five years of significant performance in an IEEE-designated field to Charles J Gervasi (cj@cgervasi.com). Madison Section Board will attempt to find Senior IEEE members knowledgeable in the applicant's area of practice who may be able to provide references. You are invited to attend the informal networking portion of the monthly Section meetings (starting at 11:30am) to meet the Section Board members and discuss intentions.

Board Members

David Marca	Chair
Steve Schultheis	Vice Chair
Charles Gervasi	Treasurer
Mark Vincent	Secretary
Mitch Brandt	Member at Large
Clark Johnson	Member at Large
Dennis Bahr	Member at Large
Sandy Rotter	Member at Large
Craig Heilman	Member at Large
Timothy Chapman	Webmaster

IEEE Madison Section Newsletter

Published 9 times per year (Jan.-May & Sep.-Dec.) by the Madison, Wisconsin Section of the Institute of Electrical and Electronic Engineers (IEEE), for its members in South-Central, WI. Online at http://ieee-msn.truenym.net/

For address changes: notify IEEE headquarters at: http://www.ieee.org/ or address-change@ieee.org. For editorial comments, contact David Marca at: dmarca@openprocess.com.

Permission to copy without fee all or part of any material without copyright notice is granted provided the copies are not made or distributed for direct communication advantage, and title of the publication and its date appear on each copy. To copy material with a copyright notice requires specific permission. Please direct all inquiries or requests to the IEEE Copyright Office. Thank you.

About the IEEE

The Institute of Electrical and Electronics Engineers or IEEE (read I-Triple-E) is an international non-profit, professional organization dedicated to advancing technology innovation and excellence for the betterment of humanity. IEEE and its members inspire a global community through IEEE's highly cited publications, conferences, technology standards, and professional and educational activities. It has the most members of any technical professional organization in the world, with more than 300,000 members in around 150 countries. The IEEE consists of 38 societies, organized around specialized technical fields, with more than 300 local organizations that hold regular meetings. For more information, please visit: www.ieee.org.

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

Our members have professional interests in computers, power engineering, signal processing, communications, industry applications and a number of other technical fields

For more information, contact Mitch Bradt at 608-263-1085 or bradt@wisc.edu.

Per issue rates:	1 Time	2 Times	5 Times	9 Times
1/16 Page (3.5x1.125)	$53	$46	$42	$40
1/8 Page (7x1.125 or 3.5x2.25)	$82	$74	$68	$67
1/4 Page (7x2.25 or 3.5x4.5)	$129	$118	$112	$110
1/2 Page (7x4.5 or 3.5x9)	$205	$192	$185	$183
Full Page (7x9)	$330	$315	$306	$303