



# Madison Section NEWSLETTER

Volume 4, Number 3

Serving IEEE Members of South Central Wisconsin

March 2001

## Converting Technology into a Company

- Date/Time:** Thursday, March 15, 2001, 11:45 AM - 1:00 PM  
**Speaker:** Eric C. Apfelbach, President & CEO, Alfalight, Inc.  
**Location:** Rocky Rococo's Pizza, 7952 Tree Lane (Madison Beltline Hwy. at Mineral Pt. Rd.), Ph 829-1444  
**Menu:** Pizza buffet, salad and soft drinks (cost \$8.00)  
**RSVP:** by Mar. 12th to Roy Thompson via email (roy.thompson@tdstelecom.com) or call 608/664-4415

*Non-member guests are always welcome!*

This presentation will focus on the opportunities, challenges, and strategies of taking technology-based concepts and ideas, and creating a business. It will use Alfalight, Inc. as an example, giving a complete view of how Alfalight, Inc. is positioned and how it got there.

Mr. Apfelbach has devoted his career to working in global high technology business, holding positions in engineering, sales, marketing, and operations. He began his career in the semiconductor industry in 1984 as a process engineer, transitioning to the semiconductor equipment business from 1989 to 1995. Eric held multiple roles of increasing responsibility, ending as the Site Manager for the global IBM account. He entered the flat panel display industry in 1995, becoming the VP of Operations at Standish LCD, supplying high reliability, high volume LCD display products. In 1997, he assisted in the sale of the company to Planar Systems, a publicly held display company in Beaverton, Oregon. Eric was promoted to VP/General Manager of the LCD Division and made a Corporate Officer shortly after the sale. In late 1999, Eric joined Alfalight, where he used his broad high tech management background to help build Alfalight, Inc. from a concept to a competitive high power laser company. He is an active member of The Executive Committee (TEC), an international association of CEOs.

## Coming in April... Joint Meeting with UW-Madison IEEE Student Chapter

- Date/Time:** Monday, April 16, 2001, 6:00 PM - 8:00 PM  
**Speaker:** Seagate Technology LLC  
**Location:** UW-Madison College of Engineering campus, Room TBA.  
**Menu:** Pizza and soda (cost FREE!)  
**RSVP:** by Apr. 12th to Roy Thompson via email (roy.thompson@tdstelecom.com) or call 608/664-4415

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A speaker biography and presentation abstract will follow next month. The topic is likely to center on hard drive technology.



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## IEEE MADISON SECTION NEWSLETTER

Printing and Mailing by: SprintPrint  
2790 S. Fish Hatchery Rd.  
Madison, WI 53711

Published 9 times per year (Jan. - May & Sep. - Dec.) by the Madison, Wisconsin Section of the Institute of Electrical and Electronic Engineers (IEEE), as a service to its members in south-central Wisconsin.

Mailed at Madison, Wisconsin as 3rd Class, Non-Profit postage. Permit No. 953.

Online at: <http://www.bugsoft.com/ieee/>

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## Learn and Save

The IEEE is pleased to announce a new educational partnership with National Technological University (NTU), a pre-eminent leader in e-learning and distance education since 1984. NTU offers graduate engineering and IT degrees with courses provided from 52 leading universities, including 25 of the top 50 engineering schools.

To celebrate the new IEEE educational partnership with NTU, IEEE members will be able to save up to 20% on selected courses offered through the IEEE PDI. This offer is good until 31 March 2001 after which all members will be entitled to discounts of up to 10% for non-credit courses.

To learn more about the advanced degrees and professional development certificate programs available through IEEE, go to [www.ieee.org/pdi/ntu](http://www.ieee.org/pdi/ntu). Registration for these courses must be through the IEEE PDI web site. For further information contact Alan Trembly at [a.trembly@ieee.org](mailto:a.trembly@ieee.org) or +1 732 562 5488.

## IEEE Distinguished Lecturers Program Goes Electronic

An electronic delivery format for the Society Distinguished Lecturers Program is being offered as a pilot to all members. This project resulted from the need expressed for lecturers and technical content in IEEE Society Chapter meetings and the fact that it is not always feasible for lecturers to provide on-site lectures, due to cost and travel constraints to some of the chapter locations.

These electronic lectures are currently available on the Web for the next few months and also in CD-ROM for those Chapters with limited Web access (the CD-ROM lending library is managed by IEEE Technical Activities staff). The lectures are offered as PowerPoint presentations with accompanying audio and run approximately 45 minutes each.

For this pilot, three lecture topics have been selected: Communications (David Goodman), Engineering Management (Cinda Voegtli), and Power Engineering (Jack Casazza). The lectures are provided in English and Spanish. Multi-lingual delivery is also being explored at the request of several Chapters.

To participate in this pilot, visit the IEEE Electronic Distinguished Lecturers web site at <http://www.ieee.org/electronic-dl>. For more information about this program, send an email message to [electronic-dl@ieee.org](mailto:electronic-dl@ieee.org).

## Young Engineers Satellite Forum

IEEE is partnering with ASME International Professional Development to present a satellite broadcast Young Engineers Forum at 12:00 Noon Eastern Standard Time on Wednesday, 28 March 2001. The forum will be a 90-minute program and will include time for questions called in from the participants to the panelists.

IEEE is excited that IEEE GOLD Committee Chair, Scott Blair, will be participating as one of the panelists at this event.

Topics will include Keeping up with Technical Information after Graduation, Expectations of the Professional World, Networking Skills and Job Search Skills. The forum is directed to young engineering professionals with 0-10 years experience and engineering students. Details on the program will follow shortly as to how you and your Section, Student Branch or GOLD Affinity Group can link up and participate in this program.

For more information contact the GOLD Committee at MailTo:gold@ieee.org.

## IEEE Foundation Grant News

The IEEE Foundation Board of Directors approved over US\$150,000 in new grants at its November 2000 meeting. Helping teachers incorporate computational science skills into math and science curriculums, fostering information exchange through a journalism intern at IEEE Spectrum, sponsoring an IEEE Student Branch History Paper Contest - these are just a few of worthy projects the Foundation is able to support because of the generosity of the our donors. To learn more about the IEEE Foundation and to view a full list of the grants awarded during 2000 visit us at our new web site <http://www.ieee.org/foundation>

The IEEE Foundation Board of Directors unanimously approved the streamlining of the grant application process at its November 2000 meeting. Prospective grantees are no longer required to begin the process by submitting a Preliminary Proposal Abstract. The option is now available to simply submit a Full Proposal for consideration. For those who wish to have their project evaluated by the Foundation's Grants Committee before crafting a Full Proposal, the opportunity to submit a Preliminary Proposal Abstract is still available. To learn more about applying for a grant from the IEEE Foundation, please visit us on the web at <http://www.ieee.org/organizations/foundation/html/funding.html> or call us at +1 732 981 3435.



UNIVERSITY OF  
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College of Engineering

Department of Engineering Professional Development

### Spring/Summer 2001 Telecommunications Short Courses

- **Siting Wireless Communications Antennas and Towers**  
*March 12-14, 2001 in Las Vegas, NV*
- **DC Power System Design for Telecommunications**,  
*March 27-29, 2001 in Madison, WI*
- **Planning and Implementing Point-to-Point Microwave Radio Systems**, *April 9-11, 2001 in Orlando, FL*
- **Ensuring Power Quality in a Deregulated Environment**, *April 17-19, 2001 in Madison, WI*
- **Fundamentals of Cellular and PCS Wireless Communications**, *May 1-3, 2001 in Madison, WI*
- **Advanced Topics in Operating PCS and Cellular Radio Systems**, *June 5-8, 2001, in Madison, WI*
- **Basic Telephony and Digital Switching**,  
*June 26-29, 2001, in Madison, WI*

For further information...

Web: [epdweb.engr.wisc.edu](http://epdweb.engr.wisc.edu) or E-mail: [danbeck@engr.wisc.edu](mailto:danbeck@engr.wisc.edu)



### 25th Annual Great Lakes Biomedical Conference

April 6, 2001

Golden Rondelle Theatre, S.C. Johnson Wax, Racine Wisconsin

#### Computer Assisted Surgery

For the past 30 years we have seen diagnostic imaging revolutionized and also watched as significant advances in robotics and robotic assisted surgery occur. Now with further integration of the computer through software developments and image processing advances, a stronger bridge is being developed between diagnostic techniques and surgical treatment. At this meeting, our two speakers will present a historical view of image-guided surgery, explain current technologies and implementation challenges, and show us what is emerging in a broad array of clinical areas including neurosurgery and cardiac surgery.

**Terry Peters, Ph.D.**

Scientist, Imaging Research Laboratories, John P. Robarts Research Institute

**Richard A. Robb, Ph.D.**

Scheller Professor in Medical Research, Mayo Medical School and Graduate School

**Registration Information & Call for Posters**

<http://www.eng.mu.edu/glbc>



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**For more information, contact John Hicks at (608) 233-4875 or [jhicks@facstaff.wisc.edu](mailto:jhicks@facstaff.wisc.edu).**

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