



Madison Section NEWSLETTER

Volume 6, Number 6

Serving IEEE Members of South Central Wisconsin

September 2003

LEAP™ Microscope

- Date/Time:** Thursday, September 18, 2003, 11:45 AM - 1:00 PM
Speaker: Tom Kelly, Chairman, Founder & Chief Technology Officer, Ph.D., Imago Scientific Instruments Corp.
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 September 15th to Tom Yager via email (tyager@ieee.org) or call 608.225.3913



Non-member guests are always welcome!

Imago Scientific Instruments is developing proprietary Nanolytical™ equipment to meet the characterization needs of the nanotechnology revolution. Imago's premier product, the LEAP™ microscope, provides unsurpassed three-dimensional materials analysis at the nanoscale. Imago's LEAP (Local Electrode Atom Probe) microscope is an innovative Three-Dimensional Atom Probe (3DAP) microscope. The LEAP microscope provides 3-D atomic-scale imaging and analysis for research, failure analysis, and manufacturing applications.

Tom Kelly is the inventor of the LEAP's patented technology. Dr. Kelly's reputation as a world authority on microstructural characterization and his widespread industry and professional contacts make him ideally suited to pilot the commercial launch of the LEAP. During his 17 years as Professor of Materials Science and Engineering and Director of the Materials Science Center at the University of Wisconsin-Madison, Dr. Kelly published over 100 scientific papers, authored five patents, and oversaw completion of the University's \$6.5 million state-of-the-art Materials Science Center. Dr. Kelly received his PhD in Materials Science from MIT.

IEEE Consultants and Entrepreneurs Network: Wisconsin Innovation Service Center

- Date/Time:** Tuesday, September 23, 2003, 6:00 PM - 8:30 PM
Speaker: Ms. Milissa Rick, Marketing Director, Wisconsin Innovation Service Center at the University of Wisconsin - Whitewater.
Location: Bavaria Family Restaurant, 7457 Elmwood Avenue, Middleton, WI.
Menu: order off the menu
RSVP: by September 19th to Dennis Bahr via email (bahr@inxpress.net) or call 608.831.2310



Non-member guests are always welcome!

The Wisconsin Innovation Service Center (WISC) specializes in new product and invention assessments and market expansion opportunities for innovative manufacturers, technology businesses, and independent inventors. Since 1980, WISC has researched the viability of over 6,000 projects. Technical experts and researchers use an extensive array of resources to analyze information on technical feasibility, existing patents, market size, competitive intensity, demand

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Chair: Sandy Rotter, 278.0377
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lenius@bigfoot.com

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trends, and other areas. WISC's research products cover product feasibility, competitive intelligence, distributor assessment, customer satisfaction, and licensing partnerships. The WISC website is at <http://academics.uww.edu/business/innovate/index.html>.

Milissa Rick has counseled over 2,000 innovative manufacturers, technology businesses, and entrepreneurs on new product and market development opportunities, specializing in competitive intelligence, customer and distributor assessments. She has successfully managed and marketed the *Turning Ideas Into Profits Conference* series, which consistently attracts a national participant base and continues to receive rave reviews. She has taught several workshops on early stage market research at a national level and an undergraduate course on new product development. She holds an MBA in Marketing from UWW.

Note: Dinner will be ordered off of the menu and payment made to the IEEE Madison Section at the meeting. Please add a 15% gratuity when paying. If you sign up and don't show up, the IEEE Section will still be charged since we are getting the room for free.

Weather Central

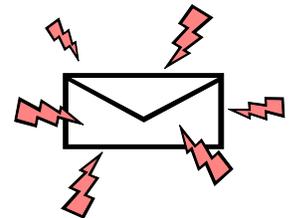
Date/Time: Thursday, October 16, 2003, 11:45 AM - 1:00 PM
Speaker: Ben Zimmeman, Weather Central
Location: Rocky Rococo's Pizza, 7952 Tree Lane (Madison Beltline Hwy. at Mineral Pt. Rd.), 608.829.1444
Menu: Pizza buffet, salad and soft drinks (cost \$10.00, free for student members)
RSVP: by October 13th to Tom Yager via email (tyager@ieee.org) or call 608.225.3913

Non-member guests are always welcome!

Presentation topic and presenter biography were not available at press time but will appear in the October newsletter.

Madison Section Mailing List

Some of you may not realize that the IEEE Madison Section has a email mailing list (madison-section). This list is very low volume and is only used for meeting announcements and general announcements that may be important to the membership. Only the list moderator is allowed to post messages so you won't receive any advertising or spam. Instructions on how to subscribe may be found on the IEEE Madison Section web site located at <http://www.bugsoft.com/ieee/>. Just look under "Madison Section Mailing List". Basically you just send an email to majordomo@majordomo.ieee.org with `subscribe madison-section` in the body of the email (the subject is ignored). The list moderator will receive your request, verify your membership, then add you to the list. You will then receive notification that you have been subscribed to the list. This process may take a few days, so be patient.



Prepare for the Future — Generate Wealth

By Harry T. Roman

Regardless of how tempting it might be to concentrate on near-term problems, don't succumb to a philosophy of the "here and now." An important part of your job is to prepare for the future and be ready when it arrives. To do this, you must be both tactical and strategic in your outlook.

You wouldn't let one of your most valuable personal assets — your career — languish without regular and proper care, would you? So, why would you let the corporate investments placed in your charge suffer from a lack of vision?

As the pressure in corporate America stresses quarterly performance achievements and perceived value, you must find the time to consider the future productive capital of your company. We are talking about the difference between money and wealth.

WHAT'S THE DIFFERENCE?

Wealth and capital formation generate future revenue streams, or what we call money or revenue. Today's profit-and-loss statements derive from yesterday's wealth creation — or lack of it. Wealth is much more than what we have come to think of as physical assets. Instead, in today's information age, what a company knows is as important as what it owns, and what the company does with what it knows determines its competitiveness.

Wealth creation is about process: it's about what your company owns and knows, and about the core processes for converting the assets and knowledge into new products and services efficiently and quickly. Two out of three of these key components of wealth creation are people- or employee-related. The same can be said about building your career: never forget that your job is more about people than it is about things.

What a company knows often centers around the related business or industry technology. In fact, technology is the prime mover of our national economy, typically accounting for 60 percent of the annual Gross National Product growth. It is America's main engine. As the noted economist Julian Simon once stated, "technology is the know-how to convert what we have into what we want." Know-how is the province of people and their creative and team-focused pursuits. It stands to reason, then, that if you want to prepare for the future, you need to pay continuous attention to the people who create, manage, project, extend, and apply technology to solve real problems.

DON'T LOSE SIGHT OF WHERE THE VALUE LIES

Technology is neither something you buy nor something that can be divorced from human activity. You can acquire technology as part of a corporate merger or licensing agreement, but the humans who come along with it, or who are versed in its application, really make the magic. People get patents, not corporations. People create the next big thing. People dream about the future and solve problems. People are the value, not so much the technology.



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Fall 2003 Telecommunications Short Courses

- **Electrical Grounding of Communications Systems**
September 10–12, 2003 in Madison, WI
- **Evolving GSM: from 2G to GPRS/EDGE and UMTS**
October 1–3, 2003 in Madison, WI
- **Planning and Implementing Point-to-Point Microwave Systems**
October 7–9, 2003 in Madison, WI
- **Provisioning ADSL: from DSLAM to Doorstep**
October 20–22, 2003 in Madison, WI
- **DSL Networking for Telco Technicians and Engineers**
October 22–24, 2003 in Madison, WI
- **Fundamentals of Cellular and PCS Wireless Communications**
October 29–31, 2003 in Madison, WI

For further information...

Web: <http://epdweb.engr.wisc.edu> or E-mail: danbeck@engr.wisc.edu
College of Engineering Department of Engineering Professional Development

But having the know-how is only part of the people equation. It's like having a high-powered automobile without the ability to direct it. The steering wheel for the corporate wealth creation vehicle is the core process that guides that horsepower down the road, doing something useful and profitable with it.

INVENTION + MARKET THRUST = INNOVATION

To get from today's dream to the crowd-pleasing and euphoric Kaching! of tomorrow's cash register, you have to pay attention to the guidance your team players need to get down the road to commercialization. Customers buy innovations, not inventions.

Leadership — and a strategically oriented mind-set — pays careful attention to core processes, recognizing them as the corporation's primary wealth-producing elements. Like a powerful lens, leaders focus ideas and project teams on potentially profitable innovations, making sure those teams have the resources, management and mentorship they need to complete their tasks. Sharpen your wealth generation processes, and you can make both wealth and money effortlessly. Now, that's progress!

GE had a great saying in the 1950s: "Progress is our most important product." It sounds like they really understood how people and process creates wealth. Maybe that's why 50 years later, they are still at the top.

Harry T. Roman is a senior member of the IEEE, senior technology consultant for PSE&G, and an adjunct graduate faculty member at New Jersey Institute of Technology.

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

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