



# Madison Section NEWSLETTER

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Serving IEEE Members of South Central Wisconsin

April 2003

## **Joint Meeting with UW-Madison Student Branch**

- Date/Time:** Thursday, April 17, 2003, 5:30 PM - 8:00 PM  
**Speaker:** To Be Determined  
**Location:** Tong Auditorium, Engineering Centers Building, 1550 Engineering Drive - parking in lot 17 (see map online)  
**Menu:** Pizza and soft drinks  
**RSVP:** by April 14th to Tom Yager via email (tyager@ieee.org) or call 608.821.0821 ext. 342

*Non-member guests are always welcome!*

We are working with the IEEE UW-Madison Student Branch to line up a speaker for this event. Updates will be posted on the IEEE Madison Section website. The presentation will be held in the new Engineering Centers Building on the Engineering campus.



## **IEEE Entrepreneurs Network Affinity Group: Edgewood College Tour / Entrepreneurship and Consulting - Some Realistic Perspectives**

- Date/Time:** Wednesday, April 30, 2003, 5:30 PM registration, 5:45-7:00 PM tour, 7:00 PM dinner, 7:30 PM presentation  
**Speaker:** Edgewood College staff/Eric S. Brown, PhD, Management Consultant  
**Location:** Edgewood College, Washburn Room in Regina Hall. Park in the Edgewood High School lot - see map at <[http://www.edgewood.edu/aboutec/visiting/Campus\\_Map/default.htm](http://www.edgewood.edu/aboutec/visiting/Campus_Map/default.htm)> for details.  
**Menu:** Dinner buffet (cost \$15.00)  
**RSVP:** by April 18th to Dennis Bahr via email (bahr@inxpress.net) or call 608.831.2310

*Non-member guests are always welcome!*

The meeting will start out with a tour of the new biology and chemistry laboratories at Edgewood College. The tour will be followed by a buffet dinner and a presentation by Eric S Brown, PhD.

Eric S. Brown, PhD, Management Consultant, has been consulting to companies in Dane County and throughout Wisconsin since 1985. He assists startups and growing companies in business planning and strategic planning, market analysis and marketing strategies, and locating financing. His clients include manufacturing, service and high tech companies in numerous industries. Since 1990 he has co-chaired Madison Area Business Consultants. He has taught courses for the UW Small Business Development Center and has published articles on a variety of business topics. His B.A. is from Swarthmore College and his Ph.D. is from the University of Wisconsin. He can be contacted at [esbrown@sbcglobal.net](mailto:esbrown@sbcglobal.net) or at 608/274-3055.

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## IEMDC Conference in Madison

It is my joyful task to invite you to come join us in beautiful Madison, Wisconsin, for the IEEE International Electric Machines and Drives Conference, June 1-4, 2003. The IEMDC is the only conference in North America devoted entirely to electric machines and drives technology and this year's conference promises to be the best ever. This is the fourth IEMDC, a gathering held every two years, which is rapidly becoming the premier conference for electrical machine technology worldwide. The conference is co-sponsored by the IEEE Power Engineering, Power Electronics, Industrial Electronics and Industry Applications Societies with cooperating support from the IEE (London).

This year's conference will be held at the Monona Terrace Community and Convention Center, a magnificent five level lakeside facility originally designed by world renowned architect Frank Lloyd Wright. Madison itself is a progressive, cosmopolitan city of 210,000 and is home to the world class University of Wisconsin and the seat of state government. With four lakes and over 200 parks, Madison is one of the most scenic cities in the United States.

The response to the Call for Papers was overwhelming with 461 digests having been received. After thorough reviews, the Program Committee accepted 319 papers for presentation in both oral and poster sessions. This number reveals an increase of over 80% compared to the last IEMDC conference. The schedule includes special multiple sessions on the subjects of large turbogenerators, automotive applications and aerospace applications of machines and drives. Four interesting plenary session papers are scheduled and an exhibition featuring software, components and equipment is planned. In addition, several technical tutorials are planned for Sunday June 1, a variety of spousal tours during the week and a technical tour after the conference. If you are involved in the design, operation or application of electrical machines and/or drives you can not afford to miss this conference! Further information can be found on the website <http://www.iemdc03.org>. I sincerely hope you will be able to attend.

Tom Lipo - Univ. of Wisconsin, IEMDC 2003 Conference Chairman

## Leaders and Farmers

by Harry T. Roman

Business leaders are a lot like farmers. Both are future-oriented, working and preparing their soil, and strategizing plans for next year's harvest. Leaders and farmers function effectively in both the tactical and strategic worlds and appreciate the value of investing knowledge now for anticipated future gains. They know that human intelligence is fundamentally the most important unit of productivity, and with proper guidance and mentoring, it is endlessly renewable.

Here's a way to consider the responsibilities of the leader, as seen through the eyes of a F-A-R-M-E-R.

**FERTILIZE** your employee "plants" and their surrounding "soil." Good seeds planted in bad soil will not yield, but good seeds in good soil will bring forth their promise. Provide them with the nutrients essential to growth and development. Do this regularly and take pleasure in watching your employees grow and bloom.

**ATTACH** your employee garden to the larger corporate farm, making its acreage an integral part of the larger harvest. Show its relevance to corporate mission and goals; place economic value on its contributions; and show your employees how their work benefits the whole farm. Also, don't forget to connect your employees to each other. Teach them to build synergies and symbiotic relationships that leverage their common interests, goals and resources.

**REMINDE** everyone often about their crop growth targets; measure individual and team performance; and provide timely feedback. Review progress in your garden regularly, and aerate the soil as needed, keeping in mind that honest and frank discussion is as important as nutrients. Keep communication channels open, make sure they are used, and urge employees to articulate their work across and up the corporate pathways.

**MANAGE** your crops judiciously, always remembering that management and leadership are situational and reflect the local existing conditions and the level of employee maturity. You wouldn't fertilize or prune a large plant in the same way you would a small one; just the same, you shouldn't manage and lead different employees all in the same way. Learn to distinguish between situations and individuals accurately and then act (or don't) accordingly.

**ENCOURAGE** employees to branch out and extend their roots, expecting them to grow as much horizontally as vertically. Let their roots intermingle and gain perspective; and let them get nourishment from different parts of the garden. Occasionally you may want to transplant or rotate them into other parts of the garden to create interesting new clusters and arrangements of flowers and fruits.

**REMOVE** obstacles that can impede progress, growth and development in your garden. Nip the weeds of conflict and rumor quickly before they sap off nourishment and retard the growth of



### Spring/Summer 2003 Telecommunications Short Courses

- **Introduction to Data Communications**  
*April 8-10 in Madison, WI*
- **Planning and Implementing Point-to-Point Microwave Radio Systems**  
*April 14-16 in Orlando, FL*
- **DC Power System Design for Telecommunications**  
*April 23-25 in Madison, WI*
- **Fundamentals of Cellular and PCS Wireless Communications**  
*May 14-16 in Madison, WI*
- **Telecommunications Law for Engineers and Technical Managers**  
*May 19-21 in Madison, WI*
- **Basic Telephony and Digital Switching**  
*June 17-20 in Madison, WI*

For further information...

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

the entire plot. Solve small problems before they endanger the whole crop like a damaging insect infestation.

When you think leadership, think **F-A-R-M-E-R**.

*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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## 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](mailto: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.



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

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