



# Madison Section NEWSLETTER

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January 2002

## **Prius: the New Toyota Hybrid Vehicle**

**Date/Time:** Wednesday, January 16, 2002, 11:45 AM - 1:00 PM  
**Speaker:** Nathan Sauer, Jon Lancaster Toyota  
**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)  
**RSVP:** by January 14th to Tom Yager via email (tyager@biocentralsolutions.com) or call 608.821.0821 ext. 342



*Non-member guests are always welcome!*

This new in the US, hybrid vehicle uses a high-technology conventional engine along with a permanent magnet electric motor served by Nickel-Metal Hydride batteries to attain impressive fuel economy of around 50 miles per gallon without external charging. Prius has even been certified by the state of California as a Super Ultra Low Emission Vehicle (SULEV). Tens of thousands of units have already been sold and are now on the road in Japan.

Nathan Sauer, a leading sales professional at Jon Lancaster Toyota in Madison, will address the details and performance characteristics of the Prius vehicle in general with special attention to its unique energy-conservation technology.

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## **IEEE Madison Section Election Results**

The annual officer elections for the IEEE Madison Section were held at the December 20th, 2001 monthly meeting. The slate of candidates was elected unanimously. Congratulations to the new officers for 2002:



Chair:	Sandy Rotter
Vice-Chair:	Bob Sier
Secretary:	Tom Yager
Treasurer:	John Hicks
Mem. at Large:	John Cortsvet
Mem. at Large:	Les Schroeder
Mem. at Large:	Dan Danbeck
Mem. at Large:	Wayne Lenius

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**For address changes:** notify IEEE headquarters, [address-change@ieee.org](mailto:address-change@ieee.org) and contact Craig Heilman, [cheilman@ieee.org](mailto:cheilman@ieee.org), 608.274.2003

**For advertising information:** contact John Hicks, [jhicks@facstaff.wisc.edu](mailto:jhicks@facstaff.wisc.edu), 608.233.4875

**For editorial comment:** contact Craig Heilman, [cheilman@ieee.org](mailto:cheilman@ieee.org), 608.274.2003

#### IEEE MADISON SECTION OFFICERS

Chair: Sandy Rotter, 278.0377  
[rotter@ieee.org](mailto:rotter@ieee.org)

Vice Chair: Bob Sier,  
[rsier@atcllc.com](mailto:rsier@atcllc.com)

Treasurer: John Hicks, 233.4875  
[jhicks@facstaff.wisc.edu](mailto:jhicks@facstaff.wisc.edu)

Secretary: Tom Yager, 821.0821 x342  
[tyager@biocentralsolutions.com](mailto:tyager@biocentralsolutions.com)

E-mail Coord.: John Cortsvet, 831.2945  
[j.corstvet@ieee.org](mailto:j.corstvet@ieee.org)

Member at Large: Les Schroeder, 258.7160 x241  
[l.schroeder@ieee.org](mailto:l.schroeder@ieee.org)

Member at Large: Dan Danbeck, 262.3748  
[danbeck@engr.wisc.edu](mailto:danbeck@engr.wisc.edu)

Member at Large: Wayne Lenius, 664.1464  
[lenius@bigfoot.com](mailto:lenius@bigfoot.com)

Past-Chair: Craig Heilman, 274.2003  
[cheilman@ieee.org](mailto:cheilman@ieee.org)

## 3rd Annual IEEE Region 4 Engineering in Information Technology Conference

June 1-2, 2002

University of Minnesota, Twin Cities, MN USA

URL: <http://www.eit-2002.org/>

Papers related to engineering in information technology and related fields will be considered for presentation at this conference. The following topics will be of particular importance:

- Transportation Systems
- Sensors for Transportation Applications
- Safety
- Reliability
- Medical Technology
- Power Electronics
- Instruments
- Storage
- Testing
- Processing Improvements
- Signal and Image Processing
- Communications
- Aerospace Applications
- Student Session

Three reviewers will review each paper. Papers will be evaluated with respect to their quality, originality, and relevance. Accepted papers will be published in the conference proceedings after receipt of advance registration from at least one author.

#### KEY DATES:

Abstract (max 500 words) on or before: February 15, 2002.  
Notification of acceptance will be given before: April 12, 2002  
Full paper in Camera-Ready format due by: May 1, 2002  
Media: Hard copy or electronic form via email: e.g. MS word attachments

#### ADDRESS FOR CORRESPONDENCE:

Professor Nikos Papanikolopoulos,  
Dept. of Computer Science and Engineering  
University of Minnesota  
4-192 EE/CS Bldg, 200 Union Street SE  
Minneapolis, MN 55409  
Email: [npapas@cs.umn.edu](mailto:npapas@cs.umn.edu)  
Phone: 612-625-0163  
Fax: 612-625-0572

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2002

## IEEE Foundation Grants Are Available

Are you planning a project that will improve math, science, and technology education; recognizes and celebrates engineering achievements; or preserves and promotes the history of electrical and information technologies? Then you may be eligible to receive a grant from the IEEE Foundation. The 2002 deadlines for proposal submission are 14 January, 25 April, and 30 September. To learn more about the IEEE Foundation and to review its granting guidelines, please visit <http://www.ieee.org/foundation> or telephone at +1 732 562-3930.

## The Essential Keys to Getting a Job in Today's Market

by Todd Yuzuriha for IEEE-USA Today's Engineer

There's no doubt the job market is getting tougher. Recent news reports noted that we have been in a recession since March 2000, and it seems that news of additional layoffs is now appearing daily.

The engineering profession has not been immune to this slowdown.

As a veteran of the industry and as someone working for a company that is, in fact, still hiring for engineering positions, I felt it timely to list what I feel are the keys to getting a job in today's market.

### TELL A STRONG STORY

In order to grab the attention of a prospective employer, you must be able to convey what you can do for the company articulately. To do this effectively, do your homework. Conduct company and industry research and discover the challenges being faced by this employer. Then, analyze your background and identify the skills and experience that match their needs.

Connections between what you have to offer and what an employer needs form a solid basis for your story. Identify expertise in particular areas of technology, describe applicable skill sets that involve product development, design, improvements in manufacturing, or tell how you saved your employer money by making engineering improvements. Just as importantly, be sure to communicate a good balance between what you have been able to accomplish and how you can work in a team environment. Perhaps above all, be enthusiastic in your message.

### BE PERSISTENT

In order to tell your story personally, your first objective must be to get your foot in the door with an interview. Be as flexible and accommodating as possible as you seek ways to talk with the hiring manager. Remember, interviews are not automatic, especially now that employers are receiving many resumes for every job opening. You will need to think of creative ways to contact and follow up with the employer without being obnoxious.

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## Winter 2002 Telecommunications Short Courses

- **Basic Telephony and Digital Switching**  
*January 29–February 1, 2002 in Madison, WI*
- **Using the GSM Digital Wireless Air Interface**  
*February 19–22, 2002 in Madison, WI*
- **Planning and Implementing Point-to-Point Microwave Radio Systems**, February 27–March 1, 2002 in Orlando, FL
- **Using and Installing Fiber Optic Systems for Communications**, March 5–7, 2002 in Madison, WI
- **Fundamentals of Data Communications**  
*March 19–21, 2002 in Madison, WI*

For further information...

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

Consider sending occasional but regular e-mails or making polite phone calls that reinforce your interest in the position. Also, if you have contacts within the company, maximize this asset; get in touch with them and stay in touch with them regularly to check on the position status.

### NEVER STOP LEARNING

During your job search, never stop learning about your target industry. This is especially important if you've been laid off. Looking for a job takes a tremendous amount of time and energy, but in spite of this, be sure to set aside time to keep abreast of technical developments, especially in your area of expertise.

Attend local chapter meetings and conferences of professional engineering organizations; they are great places for keeping up to date, not to mention excellent networking opportunities. Also, read industry journals and magazines; maybe even consider taking a class to hone your skills, develop new ones, or change the course of your career all together.

You may consider a layoff to be a career setback. Ultimately, however, layoffs can lead to a positive job change. The things that you do to get that new position can help you evaluate where you've been and what you want to accomplish next in your career.

*Todd Yuzuriha is the author of How to Succeed as an Engineer: A Practical Guide to Enhance Your Career. For more information, go to [www.engineeringsuccess.com](http://www.engineeringsuccess.com).*

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