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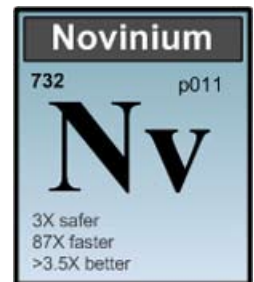
December Meeting - **Canceled!**

Unfortunately due to several speakers canceling, we will not be holding a December meeting. The annual officer election scheduled for this month will instead be held at the January 2009 meeting.

Trends in Cable Rejuvenation

Date/Time: Thursday, January 15, 2009, 11:45 AM - 1:00 PM
Speaker: Glen J. Bertini, CEO, Novinium, Kent, WA
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 UW-Madison student members)
RSVP: by January 12th to Shazia Ahsan via e-mail (sahsan@ieee.org) or call 906.370.2958

Non-member guests are always welcome!



Glen will talk about the historical development and recent trends in Cable Rejuvenation. Using the techniques of Cable Rejuvenation, underground power system cables can have their useful life extended considerably, through the chemical treatment of the cable insulation. his talk will include a discussion of:

- Why do cables fail?
- Injection process description
- Rejuvenation chemistry
- Short- and long-term cable reliability
- Green benefits of rejuvenation

Glen spent the last two decades working with cable rejuvenation technology beginning with its development at Dow Corning in 1985 and continuing through its commercialization and growth to over 75 million feet of cable rejuvenated and over \$1 billion in capital saved so far. He is the world's foremost authority on cable rejuvenation with over 30 articles published on the subject, a total of 16 patents on cable rejuvenation and related technologies and 7 more pending. He was the 1992 co-recipient of the prestigious R&D 100 award for cable rejuvenation.

Glen holds a B.S. in Chemical Engineering from Michigan Technological University; he is a Fellow of the IEEE, a voting member of the ICC, and a licensed professional engineer.

Digital Video Carrier Methods for HD & SD Content

Date/Time: Thursday, March 19, 2009, 11:45 AM - 1:00 PM
Speaker: Robert J. Schaeffer, President-Senior Technologist, Technology Planners, Fond du
Lac, WI
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 UW-Madison student
members)
RSVP: by March 16th to Shazia Ahsan via e-mail (sahsan@ieee.org) or call 906.370.2958

Non-member guests are always welcome!



This talk will cover the various delivery technologies that are in common use to provide digital video: Over the air DTV; telephone based copper technologies of DSL, VDSL, and DSL2+; Fiber to the home PON concepts; and the CATV/HFC coaxial delivery model. The above technologies will be described in a briefing overview format. The central take away will be an appreciation of how varied technology carriers distribute digital video content.



Upcoming 2009 Short Courses for Engineers and Other Technical Professionals

- **The Engineer in Transition to Management**
January 26–28, 2009 in Las Vegas, NV
- **Introduction to Planning and Designing Fiber to the Premises**
January 27–28, 2009 in Las Vegas, NV
- **Electrical Grounding of Communication Systems**
March 2–4, 2009 in Las Vegas, NV
- **Understanding and Troubleshooting VoIP Networks**
March 3–4, 2009 in Las Vegas, NV
- **Planning and Implementing Microwave Radio for Next Generation Networks**
March 4–6, 2009 in Las Vegas, NV

For further information...

Web: epd.engr.wisc.edu or E-mail: danbeck@engr.wisc.edu
College of Engineering Department of Engineering Professional Development

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Robert founded Technology Planners, an engineering and consulting firm, serving as President and Senior Technologist, in 1996. He is the chief consultant for optical, digital, and RF systems. He also heads the design team, researching and applying new technologies. Technology Planners focuses on providing guidance and assistance to owners and operators of broadband networks.

Robert has spent the past 35 years in the communications industry. For 23 years he served as Vice President of Engineering at Star Cablevision Group of Fond du Lac, Wisconsin. While there, he designed, built, and managed 400 cable television systems serving communities in seven states. Internationally Robert has worked in New Zealand, Mexico and the U.K.

Robert is a lifetime member of the Society of Cable Telecommunications Engineers (SCTE). He was a member of the technical advisory board at Cable Labs. He is a member of the Northeast Wisconsin section of IEEE, and has worked closely with many manufacturers. Former Wisconsin Governor, Tommy Thompson, appointed Robert, with confirmation by the State Senate, to sit on the board of directors for the Wisconsin Advanced Telecommunications Foundation (WATF) from 1995 to 2001

IEEE Madison Section Elections

At the January 2009 monthly meeting, the IEEE Madison Section will conduct its annual officer elections prior to the technical presentation. The positions include chair, vice-chair, secretary, treasurer, and multiple member-at-large positions. Job descriptions can be found online at http://www.ieee.org/web/geo_activities/units/Resources/Officer_Training/job-desc.html. Nominations may be made via e-mail to the one of the nominating committee members: Sandy Rotter, rotter@ieee.org or Clark Johnson, clarkjohnson@cpinternet.com. Additional candidate nominations are welcome and encouraged for all positions.

Your help is needed!

Remember that this is a volunteer organization. Being an officer does not require a large time commitment but some of us are ready to retire after many years of service!

The nominations to date include:

- Chair: YOUR NAME HERE!
- Vice-Chair: Dennis Bahr
- Secretary: David Marca
- Treasurer: Shazia Ahsan
- Mem. at Large: Clark Johnson
- Mem. at Large: Sandy Rotter
- Mem. at Large: Mitchell Bradt



Engineering the Art of Negotiation

BY SHARON RICHARDSON

John G. Shulman, President and CEO of the negotiation consulting and training firm, Alignor has written two informative e-books

entitled Engineering the Art of Negotiation Part I: How to Handle Your Boss, and Engineering the Art of Negotiation Part 2: How to Handle Your Colleagues.

Engineering the Art of Negotiation Part I: How to Handle Your Boss

Shulman writes that people in organizations get ahead because they have good relationships with their bosses, and those relationships don't just happen by chance — there are practical and proven ways in which you can handle your boss, keep your dignity and move ahead.

The Art of Negotiation is how you express your own personality and individuality when you negotiate. It is a simple process that takes discipline and organization. This e-book, the first in a series of e-books on the subject, will help you develop the skills you need to be a successful negotiator, whether at work or at home.

This e-book covers different approaches to negotiation. There is the approach that reacts to whatever comes your way and hopes for the best; the competitive approach where you win and the adversary loses; and the recommended approach, where everyone feels they've gotten their needs met— an interest-based negotiation, as Shulman calls it.

The preferred approach is a three-step process that asks you think about who is involved and what they need; what can be done to meet the needs of others and get what you want, and, of course, the consequences, if you don't come to an agreement.

The e-book provides a process worksheet designed to help you do some organized brainstorming, list the issues, the stakeholders, actions and alternatives. Also included is a mini case study that will help illustrate how the process works.

The mini case study is broken down into steps using the process worksheet, talking points and sample fighting alternatives. Shulman lists common mistakes that can occur in negotiating, as well as a few points to think about when applying this method.

Now that you have an idea of what is inside the e-book, The Art of Negotiating Part I: How to Handle Your Boss, let's take a look at Shulman's second e-book in the Art of Negotiation series.

Engineering the Art of Negotiation Part 2: How to Handle Your Colleagues

Engineering the Art of Negotiation Part 2: How to Handle Your Colleagues cover such topics as the Golden Rule of Negotiation; The Difference Between Positions and Interests; Understanding Your Interests; Figure Out the Interests of Your Colleagues; Invite Your Colleagues to Help Find Solutions; Ground Rules for Finding Solutions; and Hold Your Colleagues Accountable.

This e-book focuses on building strong relation-

ships with your colleagues, and how to get them to do what you want. Shulman writes "...every interaction you have with your colleagues potentially affects relationships with them because each of you is assessing the reliability, likeability, trustworthiness and consistency of the other." Therefore, Shuman says, we need to have a deep understanding of our colleagues' interests, be willing to listen to them, and be flexible in our solutions that will satisfy your needs as well as those of your colleagues.

Shulman takes us back to the first e-book and talks about the "Three Step Process," figuring out the interests of our colleagues, the ground rules for finding solutions, and holding our colleagues accountable.

Also included in Part 2: How to Handle Your Colleagues, is a mini case study: Getting a Colleague to Help You Solve a Problem; The Alignor Process Worksheet to help you determine the issues,



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stakeholders, possible actions and your fighting alternatives; a sample list of possible actions for the case study; the best case plan for the case study; sample fighting alternatives for the case study; and a list of common mistakes that are avoidable when negotiating with your colleague.

In the e-book's summary, Shulman provides a list of areas to keep in mind as you study and use the methods he has outlined in this e-book.

The Art of Negotiation Part I: How to Handle Your Boss and The Art of Negotiation Part II: How to Handle Your Colleagues can be purchased at www.ieeeusa.org/communications/ebooks for the IEEE Member Price: \$4.95 and Non-member Price: \$24.95.

Ideas for new e-Books

IEEE-USA E-Books invites IEEE members and volunteers to submit queries for e-books they may want to write. If you've got an idea for an e-book that will educate other IEEE members on a particular topic of expertise, e-mail your e-book queries and ideas to IEEE-USA Publishing Manager Georgia Stelluto at g.stelluto@ieee.org.

You can purchase IEEE-USA e-books — and download free ones — at www.ieeeusa.org/communications/ebooks.

Sharon Richardson is IEEE-USA's Communications Assistant and Editorial Assistant for IEEE-USA Today's Engineer Digest.

Comments may be submitted to todaysengineer@ieee.org.



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For more information, contact Mitch Bradt at 608.263.1085 or bradt@wisc.edu.

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*Engineering the Art of
Negotiation*

*IEEE Madison Section
Elections*

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