



September 23, 2008

"We make a living by what we get; we make a life by what we give."  
-Winston Churchill

On September 13, 2008, the lives of thousands on the Gulf Coast changed forever. Hurricane Ike, a Category 2 storm, crashed into the Gulf Coast, bringing floods, fires, unimaginable winds, and widespread damage. Thousands of people have lost homes, and several dozen have lost their lives.

The Gulf Coast is home for so many of our colleagues and friends in the automation profession, and we have not only a professional responsibility, but a personal one, to help where we can.

In an effort to make even the smallest difference, ISA has announced that we will collect donations during ISA EXPO 2008, and we will dedicate Tuesday evening's reception to the relief effort with a silent auction to raise funds for disaster relief.

Every penny we raise will go to the American Red Cross' Hurricane Ike disaster relief fund. The Red Cross is providing shelter, food and emotional support to tens of thousands of residents, and with more than 200 shelters opened across several states, the Red Cross and its partners have provided more than 100,000 overnight stays to people affected by Hurricane Ike. They're also working to feed and provide mental health counseling to help both victims and emergency personnel.

They can't do this important work without the support of the community -- our community. After all, these are our colleagues, our friends, our customers, and our suppliers, and we'll support them and help them rebuild.

Individuals can donate by bringing cash or checks made out to the American Red Cross to ISA EXPO, 14-16 October, at the Reliant Center in Houston, Texas. Individuals can also bid on dozens of items at our silent auction, held during the industry reception at the Reliant Center on Tuesday, 14 October, 5:30 – 7 p.m. ISA will kick off the fund raising campaign with a pledge to match funds up to \$10,000.

Companies can donate in three key ways:

1. Pledge to match the funds raised by ISA EXPO 2008 attendees. This is the most significant gift your company can give – to match a percentage of the generosity of the individuals attending ISA EXPO.
2. Send a one-time donation to ISA, in the form of a check made out to the American Red Cross, to support the effort.

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3. Donate a \$250+ valued gift to the silent auction. We are asking for consumer items, and your logos are welcome to be on the items.

Because of the critical time sensitivity of the disaster relief effort, we're asking companies to respond with their pledges of matching funds and silent auction gifts by September 26. ISA will accept one-time donations through the conclusion of ISA EXPO on October 16.

We have no doubt that you will do what's right and make a donation to help those in need, so we thank you in advance for your generosity – in whatever form it takes.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Patrick Gouhin', is written over a light gray rectangular background.

Patrick Gouhin  
ISA Executive Director and CEO