



**BATON ROUGE
SECTION**

**January
Newsletter 2008**

PRESENTATION

COMBUSTION EFFICIENCY

Ametek Process Analyzers

January 17, 2008

Time: 11:30 am-12:30 pm

Location:

Holiday Inn

Baton Rouge, LA



President's Message

Greetings Members

I would like to wish you all a Happy New Year! I hope that you had a very relaxing and fun-filled holiday. 2007 was a great year & I thank you for all you for your support and continue to do in making ISA Baton Rouge a proud and successful organization that is committed to satisfying your needs for instrumentation, systems and automation.

We ended 2007 with a wonderful presentation on Safety Systems from Buddy Creef - RTP Corporation & will be starting this 2008 year's monthly presentation on January 17, Topic "*Combustion Efficiency*" by Ametek Process Analyzers in Holiday Day Inn Select, Baton Rouge from 11:30 am-12:30pm.

On Friday April 18, 2008, ISA Baton Rouge Section would be conducting a one-day seminar on "**SAFETY RELIEF VALVE**". It will be held at the Baton Rouge Area Foundation, two sessions (Morning & Afternoon) with a lunch break. Further information, with instructions on how to register for the meeting would be published in our March newsletter & Monthly meeting emails.

2008 Table Top Expo: It is our honor & privilege to announce that Our Baton Rouge Section has partnered with the New Orleans Section for the 2008 ISA Exhibit to be held at the Pontchartrain Center in Kenner, Louisiana. For more information, please look at the announcement in the newsletter.

I hope that you feel ownership in our section. As your section leader I look forward to seeing our section fulfill the vision and mission of our National Organization. Please feel free to contact me if you have any suggestions or feedback at aparna.subramanian@exxonmobil.com. If you are interested in programming through the section you can contact incoming Vice-President, Murtaza Gandhi at murtaza.gandhi@jacobs.com. It is one of our goals this year to send out a regular newsletter to improve our communication amongst the membership of the section. It takes time and effort to put everything together. Hence if you had any suggestions on further improvement, please email Crystal Barzare at crystal.barzare@jacobs.com.

Join ISA!

Knowledge is Powerful

The Heart of a Leader



KEY BENEFITS OF MEMBERSHIP

Local Section Membership
 InTech Magazine
 Free Standards
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 Technical Library
 Technical Division
 Leadership Opportunities

Attention Members!

Please update your email address for future correspondence by either logging onto your profile in www.isa.org or email isareservations@hotmail.com

Upcoming Presentations...

January 17th

“Combustion Efficiency”

by Ametek Process Analyzers

Time: 11:30-12:30pm

Location: Holiday Inn, Baton Rouge

Pricing with RSVP: \$15 person

Tickets at Door: \$20/Members, \$25 Non-Members

RSVP: By Noon January 14, 2008 to

isareservations@hotmail.com

February 21st

“How to Control Energy Cost and Reliability with Effective Power Monitoring”

by Graybar Electric and Schneider Electric/Square D

Location: Holiday Inn, Gonzales

March

TBA

April 18th

Safety Relief Valve/Process Analytical Technology

Location: Baton Rouge Area Foundation, **Downtown**

MORNING AND AFTERNOON SESSIONS & PDH'S WILL BE AWARDED. DETAILS COMING....

**Professional Development Hours:
Continuing Education Requirements for Registered Professional Engineers**

As of January 1, 1999, the State of Louisiana began requiring Licensed Professional Engineers to participate in a continuing education process as a condition for registration renewal. During each biennial registration renewal period, every engineer registrant, including those registered in two or more disciplines, is required to obtain 30 Professional Development Hours (PDH's) in engineering related activities. The local section can help. *Many of our section meetings qualify towards this requirements.*

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**Message from the 2008 Society President
Kim Millar Dunn**

I would like to tell you a little bit about what ISA is doing and what is being planned for the future.

As the world's leading technical society for the advancement of the automation profession, ISA serves automation professionals and practitioners in over 100 countries. ISA has about 172 local sections in over 30 countries. In addition to providing excellent networking opportunities for their members, sections serve as a link between the Society and the automation industry.

Our Society leaders throughout the world are volunteers who work in every possible capacity within the automation industry. They donate their own time to ISA and we would not have a functioning Society without these dedicated volunteers.

As our tagline states, we are setting the standard for automation by helping over 30,000 worldwide members solve difficult technical problems. This is done through Education and training, Certification, Standards development, Conferences and Exhibits, and publications – The five core competencies of ISA. Through these core competencies the Society has been “reinventing itself”. However, Society leaders all over the globe have said that ISA needed to make additional changes to be relevant in the future. It is not that ISA or the automation profession has a negative reputation it is simply that we have no reputation.

Why do the automation industry and its practitioners lack a reputation? There is little in our everyday life that is not touched by automation. From the food we eat, the water we drink, the energy that fuels our activities and the transportation that gets us where we need to be – All are touched by automation and the automation professional. Automation professionals have little stature in the executive suite within the companies where they work – It is ISA's primary responsibility to enhance that stature. In the words of former Society President Bob Ives “plants that run efficiently with greater throughput, consistent high quality, and lower energy costs do so primarily because of automation engineers”. ISA and its members should be the messengers to proclaim that and it is a challenge that we are now embracing. As automation professionals – We control the world - and ISA is committed to carrying this message globally. It is only a matter of time before automation professionals will no longer be the un-sung heroes of industry – but the recognized leaders of process and plant floor environments.

In order to achieve this level of recognition, an all encompassing strategy is required – A strategy that in conjunction with our five Core Competencies will raise the recognition of our profession and the practitioners within the field.

First, we must define what an Automation Professional is and who in plant environments are included in that definition. A start would be anyone involved with instruments, control systems and mechanical automation - be it design engineering, installation, integration or maintenance - would fall under the Automation umbrella. Following a clear definition we must have a strategy to make industry aware of who we are.

The timing for a strategy could not be better. The world needs automation professionals! Globally, there is a shortage of engineering resources but the most severe shortage is in automation. Much of the industry talent has or is getting ready to retire which will create an even more pressing need. Engineers from other disciplines are entering the automation field, but they do so completely unprepared and take years to learn, requiring significant investment by their employers. ISA has an opportunity and a responsibility to industry, to help meet the ever increasing demand for automation professionals.

- The future of the automation profession lies in our young people. To that end, ISA sponsors student sections at colleges, universities, and polytechnic institutions in many nations. Many of our student members go on to become Society-level leaders – Cultivation of these future leaders is paramount. But we must also cultivate our relationships with academia. ISA should be a conduit for industry, providing programs that meet their needs. In response to this need, ISA is in the process of creating both, four-year and two-year curriculums that will be offered to universities and colleges globally. (Cont. to Page 5)

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- ISA must go beyond the collegiate level and reach down to even younger students to encourage them towards science and technology which can lead to a career in automation. By coordinating with a multitude of organizations that are dedicated to encouraging science and technology at the grade-school level ISA has the opportunity to expose these students to automation. We are currently in discussions with Junior Engineering Technical Society (JETS) and the Technology Student Association (TSA) towards this end.
- ISA must continue to provide life-long education for automation practitioners whether technician, engineer, integrator or research scientist. As one of our core competencies, education remains one of the Society's strengths.
- ISA must partner with industry strategically to predict future needs – manpower requirements, education and training needs. In short, we must work with corporate executives to provide workforce development programs providing value to our corporate partners. CEO summits are planned this year to engage industry in this endeavor.
- We must continue to define the scope of work our professionals are responsible for, and certify that they meet a level of competency – another area of strength for ISA with the Certified Control System Technician and Certified Automation Professional, Certified Industrial Maintenance Mechanic and Control Systems Professional Engineering license programs. (Cont. to Page 6)

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- ISA must enter the arena of government policy articulating industry needs, providing knowledge and information to elected officials and governing agencies. Several new staff members have experience in such activities and they will help lawmakers think of ISA when it comes to issues involving the automation profession. We have had meetings on Capitol Hill and are engaging with Congressional leaders to make them aware of our capabilities.
- We have increased our global focus through a variety of activities including the hiring of a Director of Global Operations, Tim Feldman. Tim came to us with a wealth of international experience and he is making great inroads into a global presence for ISA.
- ISA has also made the Automation Federation a reality – providing an even larger umbrella for automation professionals everywhere. We now have Open Modular Architecture Controls Users group or OMAC, The Forum For Automation And Manufacturing Professionals (formerly known as World Batch Forum) or WBF, and Wireless Industrial Networking Alliance or WINA in the Federation and several other organizations requesting membership and participation. The Automation Federation will continue to coordinate the work of member organizations engaged in advancement of the science and engineering of automation technologies and applications. Spearheading this effort are two more new employees – Bruno Kisala, Managing Director of the Automation Federation and Mike Marlowe, Client Manager of the Automation Federation.

Our history is steeped in the philosophy that ISA is a Society of the members, for the members, run by the members. But, we can no longer be just a member organization. ISA is not a building in Research Triangle Park, North Carolina where headquarters reside – Nor is it the full-time staff that performs the day-to-day operations. ISA is the engineers, integrators, technicians, managers, educators, students and inventors who are all involved with various aspects of the automation profession. All of these people want the same fundamental service from ISA – To raise the awareness and esteem of the automation profession and professionals. ISA must become, not the voice of a society, but the voice of a profession.

By now you have no doubt concluded that ISA is not altering its course – But rather refocusing objectives towards a clearly defined, elevated goal...to be globally recognized as the premier organization representing the Automation profession and automation practitioners. When we have achieved this status, members and professionals in our industry will be able to proclaim without question: "We control the world" and people in all corners of the globe will have a better appreciation for how our profession is advancing mankind and striving to elevate the quality of life everywhere.

I welcome comment, feedback and input from members of the Automation industry. I can be reached at Kim.Dunn@Emerson.com



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Honor a Deserving Colleague with a Nomination for an Award from ISA

Dear Friends of ISA,

The ISA Honors and Awards Gala, held each October, provides an opportunity for outstanding individuals and companies to stand up, be recognized, and be appreciated for the work that they've done. But these individuals and companies need to be nominated first.

The ISA awards program recognizes outstanding technical accomplishments, Society service, contributions to education, student mentoring, standards development, and corporate support. The ISA Honors & Awards Committee is now accepting nominations for 2008 recognition.

Don't wait! Nominate a deserving colleague today, visit www.isa.org/honors. Nominations are due 10 February 2008.

For more information about the ISA Honors and Awards Program, or the ISA Honors and Awards Gala, call us at (919) 549-8411.

Nominate Today!

If you are interested in nominating, please contact Bill Bonds or Joan Bonds.

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READ-OUT

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