



**BATON ROUGE  
SECTION**

# **October Newsletter 2008**

## **2008 ANNUAL SHRIMP BOIL & DANCE**

**October 30, 2008  
Time: 5:30 pm—7:30 pm**

**Location:  
The American Legions Post 38**

**151 South Wooddale Blvd  
Baton Rouge, LA 70806**

**Please see our new website  
<http://www.isa.org/~bator/index.html>**



## President’s Message

Fellow ISA Baton Rouge Section Members & Guests:

I trust that everyone faired well through the recent storms and that if any damage was sustained, that it was minimal. I also hope that everyone is back on the road to normalcy (whatever that means nowadays).

While you should have received an earlier email, the Annual Shrimp Boil, Membership Drive and Dance had to be moved to Thursday, October 30<sup>th</sup> due to no shrimp due to high water. Bring your favorite dance partner and your dancing shoes. (If you have any special music requests, send those to me in a reply email) (Also, if you have any special announcements that you wish to make – the microphone will be available)

We have had some early success with our Sponsorship Drive. In your daily business, please help me acknowledge and thank the following companies that have stepped up to show their support for ISA and their Baton Rouge Section:

AE Solutions	AllTemp Sensors
BBP Sales	Carter Chambers LLC
Del Rio Inc	Desselle Maggard Corporation
ITI College	Khrone
M-Tec Rise Inc.	Process Measurements & Monitors
Southern Automation	Stewart Instruments
Yokogawa Corporation of America	

If you have not received an invite to the Annual Shrimp Boil from your favorite systems and/or instrument equipment provider, please contact them for your invitation.

Please take a few minutes to review the newsletter especially for the upcoming luncheon in October.

The Annual United Way Battle for the Paddle in Luling will be held Thursday, October 2<sup>nd</sup>. Please contact me with any questions

Hoping you have a Blessed Day!

Brent Haydell  
 Yokogawa Corporation of America  
 GMA Manager – Global Accounts  
 Shell & ExxonMobil North America  
 Email: [brent.haydell@us.yokogawa.com](mailto:brent.haydell@us.yokogawa.com)  
 Cell: 225.939.5446

*Upcoming ISA Events...*

**October 30th (Dinner Meeting)**

**"SHRIMP BOIL & Dance"**  
American Legions POST 38  
Pricing with RSVP: \$25 person  
Tickets at Door: \$30 person

**ATTENTION MEMBERS!**

Please see our new website  
<http://www.isa.org/~bator/index.html>

**2008-2009 ISA Baton Rouge Calendar**

- October 4th**  
ISA BR Membership Drive and ITI Alumni Fundraiser  
ITI Technical College
- October 23th**  
PLC Programming- How it Works? - Holiday Inn, Gonzales
- November 20th**  
New Rotary Control Valve Technology - Ralph & Kacoo's on Bluebonnet
- December 18th**  
Wireless SCADA by Stan Prutz, QDS Systems - Holiday Inn, Gonzales
- January 15th**  
Asset Management - Ralph & Kacoo's on Bluebonnet
- February 19th**  
Concepts of FDT/DTM protocol - Holiday Inn, Gonzales
- March 19th**  
Meeting of FDT/DTM committee  
Venue to be determined
- April 16th**  
ISA BR/NO Expo 2009 - Lamar Dixon Expo Center
- May 21st**  
Annual Section Banquet and Awards Dinner  
Ralph & Kacoo's on Bluebonnet

**Platinum Sponsors**



J. Brent Haydell, Jr.  
Major Account Manager  
Cell: 225.939.5446  
Email: [brent.haydell@us.yokogawa.com](mailto:brent.haydell@us.yokogawa.com)



P.O. Drawer 86630  
Baton Rouge, LA 70879-6630  
FAX 225-751-5545

Baton Rouge: 225-753-3290  
WATS: 1-800-258-7373  
After Hours: 225-921-8442

Silver Sponsors



Serving Industry Since 1959



**Dan Bosse**  
Vice President of Sales & Marketing

Office 225.612.3726  
Fax 225.926.1289  
Mobile 225.907.5082  
Email [djbosse@carterchambers.com](mailto:djbosse@carterchambers.com)  
www.carterchambers.com

6800 S Choctaw  
Baton Rouge, LA 70806



**AE Solutions**  
APPLIED ENGINEERING SOLUTIONS, INC.

**Bruce Slade**  
SENIOR PRINCIPAL SPECIALIST  
CONTROL SYSTEMS

17991-C Old Perkins Road East  
Baton Rouge, LA 70809 USA

[bruce.slade@aesolns.com](mailto:bruce.slade@aesolns.com)  
www.aesolns.com



DIRECT 225.753.3155  
MOBILE 225.315.8637  
CORPORATE 864.676.0600  
FAX 225.753.3164

VALUE DRIVEN AUTOMATION

**Southern Automation**

**CONVERGING IT WITH INDUSTRIAL NETWORKS**

*Michael B. Roche is principal network applications engineer, Schneider Electric*

**Not that many years ago, company IT networks were mostly isolated and locally managed. Today we have distributed enterprise management with centralized control with an appetite for plant floor data. Engineering may see itself as a separate IT entity but bilateral cooperation can produce dividends for everyone. How should industrial networks associate within this scheme? Schneider's Michael Roche offers his view.**

Industry presently faces the same IT deployment battles that took place in the 1980s. Protocol dominance, ownership, support and architecture are being debated within Engineering, Management and IT. Why then, have a minority of industrial users developed mature convergence with IT systems in the present competitive environment? Most users are only experimenting with limited connectivity between IT and industrial systems, mostly for wireless access.

While many companies have started connecting their industrial networks to the enterprise, there are still quite a few who maintain entirely separate network operations. The reasons are various and surround budget, staffing and security concerns. Probably the greatest inhibition comes from problems with cooperation and understanding between Engineering and IT. Separate systems - for which there may be many reasons - hinder competitive operation. While the largest companies (and their resources) have succeeded converging IT and industrial operations, mid-size and smaller companies are falling behind newer, technologically advanced, overseas competitors.

While IT is frequently seen as the heavy hand of computing policy, you may find that discussing an Industrial Ethernet project produces a helpful and willing ally. After all, there is a mutual interest in working together to converge IT and industry even though the benefits may initially seem a little unclear to one side or the other... Or perhaps both!

**Working with IT...**

Perhaps you discovered either in a meeting or at the watercooler that IT has got wind of Ethernet TCP/IP use on the factory floor. Was there after a debate about management and ownership of the Ethernet infrastructure? It normally runs like this...

In some organisations, each side will retain that division with separate staff, policies, etc. The reality is that Ethernet provides the corporate standard network and, by extension, comes under the auspices of IT. Your IT management may insist that a corporate standard be followed in terms of switches, routers, IP address assignment, PC standards, anti-virus, security, etc, having evolved those standards for good reason - to protect the business. Engineering and operations may, on the other hand be sceptical about handing over control to IT with equally good reason - especially if IT is not prepared to assume responsibility for [a failure in] the critical role played by industrial Ethernet systems.

However, both IT and Engineering have advantages to offer each and a cooperative relationship will improve both networks. To build that relationship, consider the following to enlighten the debate:

- Engineering needs to appreciate that many Ethernet problems have been solved by the IT industry as attributed in the robust development of standards, evolution of architecture and support systems. However, these same solutions do not always fit easily into industrial applications.

**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.*

Sponsors



**Harold Keegan**  
Sales Representative

KROHNE, INC.  
1224 Carter Avenue  
Baton Rouge, LA 70806  
Tel: 225-952-9225  
Fax: 877-451-6068  
Cell: 225-907-4656

E-mail: keegan@KROHNE.com  
Website: http://www.KROHNE.com

**BBP Sales, Inc.**

**Industrial Instrumentation  
Analytical Products**

**www.bbpsales.com**

**Phone: (225) 751-4142  
Email: bbp@bbpsales.com**

Electrical  
Temperature Measurement



Troy Russo  
Account Manager

WIKAI Instrument Corporation  
Electrical Temperature Division  
950 Hall Court  
Dear Park, TX 77536  
Order Desk: (800) 570-4454  
Fax: (713) 475-0011  
Cell: (225) 939-6609  
trusso@wikaetemp.com  
http://www.wika.com



**VALVES & INSTRUMENTATION  
SINCE 1966**

**Phone: 225.752.8100 Fax - 225.752.8150  
www.mtecrise.com**



**13944 Airline Highway  
Baton Rouge, LA , 70817  
Phone: 1- 800 - 635 - 8426**

**CONVERGING IT WITH INDUSTRIAL NETWORKS (CONT.)**

- The IT professional is very skilled with multiple protocols; it is just that they are not skilled in your particular industrial protocol or protocols. Make them aware of the specifications regarding the protocols you intend to use. Explain to them what protocol is used, where (and possibly why).

- Outline the fact that the device response time and reliability of industrial Ethernet differs from traditional IT systems. In the IT world if an email takes one second longer to open, the user won't likely notice and there are no implications. Hence, they worry less about response time and more about server/network response times, measured in seconds. These timescales of course simply do not work with industrial automation. This will be important when planning redundant systems so that the recovery time does not effect production.

- Educate IT that infrastructure redundancy and even device redundancy can be critical to business success. When a printer fails in IT, they advise users to choose another printer. When a PLC fails in industry an entire process is brought offline, and perhaps by extension, the business operation. You may find that the redundancy technologies employed for industry are more responsive than the ones they use in IT. Expose IT to the sub-second recovery technologies on industrial Ethernet and it will get them thinking about their own redundancy strategy. For example, most IT personnel have never heard of a redundant Ethernet ring.

- When choosing infrastructure components, introduce IT to the locations where the devices will actually have to operate. IT might have a fine 'corporate standard' switch, but if it is installed in a dusty, moist, cold or hot environment, it will eventually fail. Ask them to consider devices that meet the corporate standard technology but are hardened for industry. The goal is to get the message across that the technologies they already use exist in a hardened form for industrial use. The IT department in turn may be helpful in handing down knowledge about switch configuration and similar. This is an example of common ground - and there is almost certainly lots more of it to be found with a bit of goodwill on both sides.

- When it comes to assigning IP addresses, IT partitions the DHCP pool address scope mainly for desktop PC's and mobile users. Infrastructure routers, servers, printers, and other devices on the other hand, are generally assigned fixed IP addresses. In the industrial world, device IP addresses are often all static. The IT reasoning is that operational resource access is enough regardless of the actual assigned address. In industry however, changing IP addresses introduces machine and personnel safety risks. Sending the same print command to a printer, now at a new IP address, presents no issue to the IT end user. Sending a 'Start' command to a PLC with a new IP address while the machine is undergoing maintenance is another matter entirely for Engineering

**Conclusion**

While this may suggest that IT is novice to the precise features of industrial Ethernet, the IT department can also be of great assistance to Engineering. Many of the problems and questions Engineering may have in terms of infrastructure, security, wireless and other technologies, have been answered by IT for office automation over the years. Engineering should engage in discussions with IT outlining the goals for the industrial operation. You may find that IT not only can help with network technology questions, you might be able to help them build a better IT network!

Dear Past ISA Baton Rouge Section Sponsors,

In the past, we have offered the following:

(we will still offer these items individually for those that want to write multiple checks throughout the year)

Traditional ways to support the section:

- Business Card placed in Newsletter and on website \$150
- Shrimp Boil Tickets \$25/ea
- One Day Technical Seminar Ticket \$120/ea

This year we are offering new ways to support the section through advertising your company and/or

products and services:

- ¼ page advertisement in the Monthly Newsletter \$100 each occurrence
- ½ page advertisement in the Monthly Newsletter \$200 each occurrence
- Full page advertisement in the Monthly Newsletter \$300 each occurrence
- Corporate Logo on Section Signage displayed at ALL section events \$150



SERVING INDUSTRY SINCE 1959

---

**Valves, Instrumentation & Filtration**

- Valve Automation
- Flow Control Valves
- Pressure Relief Equipment
- Separators
- Specialty Valves
- Level Indication
- Filtrations & Purification
- Valves, Piping, Lubricants & Sealants
- Repair & Testing Services
- Steam Control Instrumentation
- Asset Management Programs

---

WWW.CARTERCHAMBERS.COM  
6800 S. CHOCTAW  
BATON ROUGE, LA 70806  
(225) 926-2236




**PROCESS MEASUREMENTS  
& MONITORS, INC.**

---

9643 Interline Avenue  
Baton Rouge, LA 70809  
225-927-9415

**Stewart Instruments**

READ-OUT

If you are interested in an ad for newsletter, have an announcement, comment, question or suggestion; please contact us. **Deadline for ads, articles, etc. is noon on the last Friday of the month!** Please provide the information to the editor by email to [aparna.subramanian@exxonmobil.com](mailto:aparna.subramanian@exxonmobil.com)

**Dear Member**  
**Is it time to Renew your Membership ...**  
 Visit: [http://www.isa.org/Content/NavigationMenu/General Information/Membership2/Membership.htm](http://www.isa.org/Content/NavigationMenu/General%20Information/Membership2/Membership.htm)



ISA 67 Alexander Drive, P.O. Box 12277  
 Research Triangle Park, NC 27709  
 PHONE (919) 549-8411 FAX (919) 549-8288  
 E-MAIL [info@isa.org](mailto:info@isa.org) [www.isa.org](http://www.isa.org)

**Membership Dues Invoice**  
 For continued membership in ISA

▶ **Renewing online is even easier! Avoid the paperwork. Log on as a member and click [www.isa.org/member\\_renewal](http://www.isa.org/member_renewal).**

**1. Member Information Update** Please mark out incorrect information and write in corrections/additions to the information below:

ISA Membership #:	*Primary Job Function:
Paid Through:	*Industry Classification:
Degree:	*Compare to codes on back
ISA Section:	

  

<b>BUSINESS ADDRESS INFORMATION</b>	<b>HOME ADDRESS INFORMATION</b>	▶ Check all that apply: <input type="checkbox"/> P.E. <input type="checkbox"/> C.S.E. ▶ Check preferred mailing address: <input type="checkbox"/> Business <input type="checkbox"/> Home ▶ Check preferred billing address: <input type="checkbox"/> Business <input type="checkbox"/> Home ▶ <b>Required for Student Members:</b> Please confirm your anticipated graduation date: (mm/yyyy) _____ School or institution: _____
Address:	Address:	
Phone:	Phone:	
Primary E-mail: Secondary E-mail:	Fax: Cell/Alternate:	

**2. Payment Summary**

MEMBERSHIP DUES OPTIONS: ISA Membership—1 year—\$85 US    ISA Membership—2 year—**SAVE \$12!**—\$158 US    ISA Membership—3 year—**SAVE \$30!**—\$225 US  
 ISA Student Member—1 year—\$10 US    ISA Membership in Developing Countries (contact ISA for the current list of countries)—1 year—\$40 US  
 ISA Virtual Student Member—1 year—\$5 US

**2A. Membership Dues** — You are a \_\_\_\_\_ → 2A Renew my ISA Membership for \_\_\_\_\_ years \$ \_\_\_\_\_ US  
 If you would like to change your term/type of membership, cross out the price and write in the new price from the choices above.

**2B. Division Membership Dues** → 2B Renew my ISA Division Membership(s) \$ \_\_\_\_\_ US  
 Make any changes or additions to your Division memberships on the line below. See back for the list of Division codes.

If you made changes, calculate your new Division Membership total below. Cross out the current total and write the new total in the box to the right. The term of your division must match the term of your ISA membership.  
 Total number of Divisions  x ISA membership years  x \$9 = \$  US  
*Student Bonus: Student members are entitled to ONE (1) free Division\* membership from EACH Department.*

**2C. Additional Membership Options** → 2C Renew my additional Membership options \$ \_\_\_\_\_ US  
 Log on as a member at [www.isa.org](http://www.isa.org) for:  
 E-mail/Forwarding Service

*InTech* —To receive a digital edition of *InTech* instead of a printed edition, check here .....Free = \$ \_\_\_\_\_  
**Fee-Based Optional Benefits:** The following benefits are available for a fee as noted below. If you would like to make a change to any of the fee-based options you are currently receiving, check the options you want and correct the amount in the box to the right of the arrow.  
 **Standards Subscription**—Members can purchase an unlimited number of annual subscriptions to download and access up to 10 ISA Standards per subscription. (Multiply the fee by the number of subscriptions you desire. See back for details.) .....\$95 US x # subscriptions = \$ \_\_\_\_\_  
 **ISA Transactions**—A quarterly publication of the best technical articles in your profession. Normally \$310/yr. **Save \$271!** Check online for special discount prices. ....\$39 US x # years = \$ \_\_\_\_\_  
 **InTech Air Mail Option**—To receive *InTech* by air mail for members outside U.S., Europe, Canada, India, Central and South America, and Japan (Multiply subscription price by number of ISA membership years.) .....\$120 US x # years = \$ \_\_\_\_\_

**3. ISA Contribution Options** → 3 Total ISA Contributions (write in total) \$ \_\_\_\_\_ US  
 All donations are tax deductible in the US. (\*Donations of \$25 or more are matched by ISA.)  
 ISA Scholarship Endowment: \$ \_\_\_\_\_ US\*     ISA International Student Competition Fund: \$ \_\_\_\_\_ US     ISA Life Member Fund: \$ \_\_\_\_\_ US  
 ISA Standards Endowment: \$ \_\_\_\_\_ US\*     ISA General Fund: \$ \_\_\_\_\_ US

**4. Payment Options** Remit payment to ISA. → **ENTER TOTAL AMOUNT DUE HERE** \$ \_\_\_\_\_ US  
 (Sum of lines 2A, 2B, 2C, and 3)  
 Mail this form to ISA, PO Box 3561, Durham, NC 27702-3561, USA or Fax this form to (919) 549-8288 (credit card orders only), or Call ISA Customer Service at (919) 549-8411.

MasterCard     Visa     American Express     Discover  
 Credit Card No. \_\_\_\_\_ Expiration Date (mm/yyyy) \_\_\_\_\_  
 Check     Money Order     Wire Transfer—All bank fees are the responsibility of the applicant. Wire funds to ISA account #1126294, SunTrust Bank ABA061000104. Transfer must show applicant's name and address plus reason for payment. Our SWIFT/BIC for international wires is SNTRUS3A.  
 **Automatic Credit Card Renewal**—Your membership will be renewed and your credit card billed prior to your expiration date.  
**SIGNATURE** (This application cannot be processed without your signature)  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

By completing this application, you acknowledge that ISA needs the information to service your membership. Occasionally, we make this information available to companies whose products or services may be of interest to you. Review ISA's complete Privacy Statement at [www.isa.org/lawyer](http://www.isa.org/lawyer) or request a copy by calling (919) 549-8411.  
 Do not release my name and contact information to companies selling products and services.  
 Do not call me about ISA activities.

OVER

RNINVO