

*Translating the Power of Technology into Performance*

---

**"By and For Independent Control System Integrators."**

Norm O'Leary, Executive Director  
1-800-661-4914, fax: 1-888-581-3666  
execdir@controls.org

Ed Diehl, Chairman  
541-791-8140  
ediehl@conceptsystemsinc.com

**A Year End Welcome to our new CSIA Associate Members:**

- EMP, LLC, Hauppauge, NY, Maureen McAdam, VP Operations
- McEnergy Automation, St. Louis, MO, Michael McEnergy, President

**CSIA Membership:**

As we leave this chaotic year of 2008 (Chinese-Year of the Rat), we are hopeful that 2009 (Year of the Ox) will be much better in many ways. We look forward to peace throughout the world, economic stability and opportunities for growth and prosperity for all. Our members play a vital role in helping their clients become more productive, efficient, and profitable, and we're proud of all of your significant achievements.

We end the year with a total of 263 CSI members and 64 Partners. Sounds great but we're not ecstatic about these totals. On the plus side, we added 42 new CSI members and 13 Partners in 2008. On the negative side, we lost 39 CSI members and 11 Partners. In following up with the lost members we can contact, we find some have gone out of business, others have merged or have been bought up, and a few have decided to deemphasize integration in their operations. But the majority of dropouts are either for financial reasons, key personnel changes, or they can't see the benefits of CSIA membership. Many have been members less than two years.

It's not surprising that the majority of this later group (no benefits) have never attended a CSIA Conference, joined a committee, or requested information or assistance. So to remedy this situation, our membership committee is instituting a "mentor" program which will assign a seasoned member to work with each new member, to welcome them aboard and to help them get the most out of their CSIA membership. And, you can bet that they will certainly encourage them to attend our forthcoming Executive Conference in Naples, FL, April 30-May 2, 2009.

**Changing of the Guard:**

In case you missed our last Newsletter, I will be stepping down as your Executive Director at our Executive Conference in May, 2009 at Naples, FL. Bob Lowe will be replacing me in this role and we know from his many contributions to our Association, as a previous CSIA founding and Certified Member, that he will be great asset in this position.

"Association Acumen" will be managing the operations of our Association, under the direction of their president, Lynda Patterson. These duties will include all of the administrative, marketing, publicity, and conference duties that are required for our continued successful growth. Lynda will have the title of President of CSIA. Ed Diehl, as Chairman of the CSIA Board of Directors, will continue as Chairman.

Association Acumen will take over their duties at the end of this year and we are currently in a transition mode transferring our data and procedures. Our mailing address will change to Madison, WI, but our phone and fax numbers will remain the same. You can reach me direct on my cell phone (610-357-1250).

## **Control Engineering's "System Integrator of the Year" Selections:**

For the third straight year since the program's inception, CSIA members have dominated Control Engineering magazine's "2009 System Integrator of the Year" competition, capturing 10 of the 11 awards conferred.

Continuing the association's success in the global competition to determine "best-in-the-business" system integrators, CSIA members JMP Engineering, Inc. (London, Ontario) and Hi-Tech Control Systems, Inc., (Green Bay, WI) earned top honors in two of the three award categories, determined by annual revenue—up to \$10 million, \$10 to \$25 million, and over \$25 million. Our heartiest congratulations to both companies on this company achievement. Well deserved.

CSIA raised the bar, as well, among companies recognized as finalists, capturing all eight slots reserved for those system integrators considered runners-up to the top awards. Included was CSIA member, Omsk, Russia-based Insist Avtomatika, which joined another CSIA member, Pune, India-headquartered Tata Consultancy Services, Ltd. as the only two integrators outside North America ever honored in the program.

## **CSIA's Executive Conference, Naples FL. April 30 – May 2, 2009:**

Registration for our Executive Conference and the hotel will be available on our website, by mid January. It's quick, it's easy, and it's more worthwhile this year than ever before. Why?? The site is undoubtedly one of the best ever, in beautiful Naples, FL. The beach is the best on the Florida coast and the facilities are tailored made for a conference such as ours. We will essentially fill up the complete facility. Your wife will love the beach, the spa, and the beautiful shops in downtown Naples. If you bring the youngsters, they won't want to go back home. But, the main purpose in attending is to benefit from the conference itself. And, you'll find this year's agenda and our list of speakers just outstanding.

- Alan Beaulieu, Institute for Trend Research, is our keynote speaker and is back by popular demand. This is Alan's third visit and as one of the country's leading economist and a humorist as well, you'll find why he is so popular, in addition to being so right with his forecasts some 90% of the time.
- Bankers are becoming wary of loans and credit is tight. What do banker's look for in their clientele?
- Our country has a serious potential shortage of engineering/technicians. How can we help out in "Preparing the Engineers of the Future"?
- CSIs and High Tech Distributors share customers, market space, and supplier relationships. Frank Hurtt is a leading consultant and distribution expert and will guide us through the inner-workings of potential friend and foe.
- Dr. Al Bates, Founder of the Profit Planning Group, will astound you with his analysis "Financial Benchmarks for Control System Integrators." You will view your financial measurements and statistics completely differently after you hear his great presentation.
- Dennis Fairfield of B&B Electronics, a CSIA Partner, will share his views on "Lead Qualification: and How to Follow-Up on Sales Leads."
- Don Roberts of Exotek, a Management Consultant to our CSI industry, will share his advice and the approach that our more successful members are taking to cope with the economic dilemma of today.
- Russ Novak of ARC will address "Market Opportunities, in our own backyard."
- Mark Voightman, CSIA's Legal counsel, will talk on "Your Responsibility as a CSI for Functional Safety for Machine and Process Control. Mark's talks are always a conference highlight.
- Bill Pollock of Optimization Technology, will give us his great advice on Leadership—"Working on the Business, not in the Business."
- Steve McClatchy, one of the top keynote speakers in our industry, will give you a completely new way to look at Organization / Time Management. Believe me, it's revolutionary and it works."
- And, we have four of our major Partners talking on "Practical Cash Management Techniques", "Internal vs. External IT Management", "Emerging Markets Opportunities with Sustainability", and "Certification Benefits from a Partner's Perspective".

As you can see, the conference theme and our agenda will directly address your concerns of this present market downturn and how you can both survive and even grow your business in this economic crisis.

**“In Memoriam” – Nels Tyring- Dec, 14, 2008:**

**An excerpt from Seacoastonline.com**

*Nels Tyring, a modern day Viking and larger than life character who was full of life, passed away Sunday, December 14, 2008, after a two year battle with cancer.*

*Nels served in Korea, where he met and eluded Mr. Death successfully at Chosin Reservoir. “I’m not afraid of death,” he said. “Every day since Korea has been a bonus day.” Once a Marine, always a Marine....Nels epitomized the traits of a successful Marine—honesty, bravery, intelligence, organization and determination. He let nothing stop him from doing what he wanted to do, whether it was to bicycle across Wisconsin for his 65<sup>th</sup>. birthday, or sail as supercargo on the Beagle for his 70<sup>th</sup>, or to advance, unafraid, across the divide that separates the living from the dead.*

*Nels was for many years the conscience of ISA, where he served as both a District and a Department Vice President. With his friends he successfully created a publications department for ISA that continues to be one of the best sources of information in the field of automation and controls.*

*Nels also was considered to be the father of the profession of control system integration, and was one of the founders of the Control System Integrators Association, CSIA. It isn’t every day that you get to be the founder of an entire profession. Nels was proud of that, and proud of the system integration business he built.*

*Nels was married to Joan, who survives him, for nearly 55 tumultuous but loving years. He is survived by his daughter and business partner Linda, along with daughters Barbara, Erica, and Kristen and a whole passel of grandkids and great grandkids, nephews, nieces, cousins and friends.*

*Nels wishes were to throw a party rather than a funeral, which we will do next summer. If you would like to be invited, please email your contact info to Linda at [Linda@tvcsystems.com](mailto:Linda@tvcsystems.com).*

**Nels was a great member and contributor to CSIA. He also was a wonderful friend. By coincidence, he married a Joan, just like I did. And would you believe it, he and Joan were married on Feb. 20, 1954 and celebrated their 50<sup>th</sup>. wedding anniversary in 2004. Turns out that we also had that in common, since my Joan and I were married the same day, same year, only in Massachusetts, not up in New Hampshire.**



**“Nels, old friend, I and countless others will surely miss you.”**