

Translating the Power of Technology into Performance

"By and For Independent Control System Integrators."

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Welcome to our new CSIA Members

Associates:

- Concept Systems, Seattle, WA, David Skidmore, Regional Director
- Autoware SRL, Vincenza, Italy, Luigi De Bernardini, CEO
- Martz Technologies LLC, Berwick, PA, Greg Martz, President
- Scada & Control Systems LLC, Honodkaas, HI, Vilhjalmur Wilson, Chief Executive
- Vidac Solutions, Fenton, MO, Brad August, General Manager

Partners:

- Livingston & Haven, Charlotte, NC, Bruce McCay, VP Sales & Marketing
- Graybar Electric Co., Clayton, MO, Willie Barnes, National Market Manager

CSIA Membership:

Thanks to the efforts of our Membership committee and Paul Barnard, our Insurance Consultant, our membership continues to grow. Our PR guru, Low Zimmer, has done and continues to do an admirable job of getting our message out there as to what CSIA is all about.

As more Automation Users become aware of the benefits of working with a CSIA "Certified Member", this translates into a real incentive for CSIs to look into CSIA membership. We're very dependent and counting on you, our members, to continue getting this message across to the User community. Take every opportunity to tell them that you belong to CSIA, the advantages for your company, and then talk about the benefits they will gain by selecting a CSIA member for their automation projects.

The "Business Owner":

The "July-August" issue is now posted in the "members' only" section on our Website. Check it out and you'll find it contains a wealth of information and ideas for small business owners.

CSIA's Website:

We constantly look for ways to improve the content of our Website. Look it over. If you have suggestions on additional information we could add, we would like to hear from you.

Judging from some of the inquiries we receive, some members are unaware of the information available to you in the "Members Only" section of our website. You can enter this with the name (csia.member) and the password (integrator). Check it out and see what's available for you. Incidentally, there are many pictures of our recent Executive Conference in Savannah, and if you attended you might find yourself featured.

CSIA's Sales Training Offer:

At our last two Executive Conferences we featured Todd Youngblood, president of YPS Group, who received outstanding reviews for his presentations on "Increasing Your Effective Sales Capacity". Since many of our members have relatively small Sales/Marketing staffs it would not be practical or economical to have YPS schedule an individual training seminar for your company. So, we have made arrangements with Todd to establish a CSIA Sales Excellence Council consisting of 15 member companies with a six month program to improve your sales effectiveness. Todd's description of this Sales Excellence Council is described below.

If you are interested in participating in this valuable program, please let me know asap since we are limiting the initial council to 15 member companies. In addition please participate in the inaugural assessment by using the link below. Your total costs would be \$1500 plus the travel expense for the initial face to face meeting. That's one great bargain considering the potential increase in orders resulting from your more effective sales efforts.

CSIA Sales Excellence Council:

The response to the Sales Process Engineering presentations delivered at our last two conferences has been extremely positive. This is not all surprising given the obvious appeal of a potential 8 to 12% annual incremental increase in effective sales capacity!

Since many of you have expressed interest in aggressively implementing these concepts, CSIA is developing a Sales Excellence Council or SEC program to assist with that effort. Members of the SEC will collaborate to develop implementation plans, execute those plans in their own company and then share experiences and lessons learned to accelerate everyone's success.

What will the CSIA Sales Excellence Council provide?

- ❖ Face-To-Face Kickoff Meeting
- ❖ Regularly scheduled Web Conferences addressing:
 - Sales Process Engineering Education
 - Definition of a standardized CSIA Methodical Sales Process
 - Identification of Sales Best Practices
 - Definition of critical Sales Process Metrics
 - Development of Implementation Plans
 - Discussion of Successes, Failures And Lessons Learned
- ❖ Face-To-Face Sales Excellence Council Meeting at the annual conference
- ❖ Web-based Sales Knowledge Mine containing all knowledge developed by the Sales Excellence Council
- ❖ A basic CRM/SFA system for use by participating member companies (for an additional fee)
- ❖ Surveys and Assessments to establish various Sales Process Benchmarks ([Click here](#)) to participate in the inaugural assessment.)
- ❖ Professional facilitation provided by Todd Youngblood of The YPS Group

Who is eligible to participate?

- ❖ Top Sales Managers from any CSIA Member Company who...
 - ...make a commitment to aggressively implement Sales Process Engineering
 - ...actively collaborate with their CSIA colleagues
- ❖ Note: total number in the group will be limited

How can I get more information?

- ❖ Participate in the upcoming Sales Excellence Council announcement web conference
- ❖ Watch for additional news flashes from CSIA

Legal Tip of the Month:

Questions and Answers About Working With The CSIA Attorney

Q. Who is the CSIA attorney?

A. Mark Voigtmann of the law firm of Baker & Daniels has served as counsel to the CSIA and its members for several years. Baker & Daniels has a group of lawyers that concentrates its practice in the automation realm. Mark's firm has offices in Indianapolis, Chicago, Washington DC and China and does work both in the United States and abroad.

Q. Is legal advice from the CSIA attorney free?

A. The first 10 minutes of a consultation on a general legal topic (i.e. on matters where there is not known adversity to another party) are free.

Q. What if the advice being sought relates to a matter where there is known adversity to another party?

A. In this circumstance the CSIA attorney must first run a "conflict of interest check" before providing legal advice to make sure that his law firm does not represent the other party or parties. This typically can be done within 24 hours. After that, the first 10 minutes are still free.

Q. What is helpful to provide to the CSIA attorney when advice is sought in connection with an automation dispute?

A. In almost every case, it is helpful to see a copy of the contract documents, any correspondence and e-mails relating to the dispute, and—ideally—a short narrative and chronology created by the CSIA member that "fills in the gaps."

Q. How does the CSIA attorney typically advise clients in connection with contracting matters?

A. One common approach is through a written "risk assessment" that provides an opinion regarding the level of risk to the CSIA member that would be presented by signing a contract without any changes. A second approach is to create a list of generalized bid exceptions that may serve to provoke the possibility of negotiations. A third approach is to recommend specific changes in the form of a "redlined" document.

CSIA General Counsel Mark Voigtmann can be reached at 1-800-382-5426 (ask for Mark Voigtmann) or via e-mail (Mark.Voigtmann@bakerd.com).



We can count on Mark for the very best in legal advice or a tip on a great Merlot.

