



2010 CSIA Executive Conference

Aim Higher

A vertical image of the Space Needle tower in Seattle, Washington, positioned behind the word 'Higher' in the main title.

The Westin Seattle
April 29 - May 1, 2010

www.controlsys.org

Learn. Connect. Relax.



Aim Higher!



The theme of your 2010 CSIA Executive Conference accurately depicts what you and CSIA are doing: aiming for greater heights of performance and success! The Space Needle in Seattle points upward into the sky and that is where we want to take you at the 2010 conference — onward and upward!

Education and networking are the key benefits always cited by attendees and they will be available in abundance in Seattle. The presentation lineup is chock full of home-run hitters. There's Alan Beaulieu on The Economic Recovery, then Lean Manufacturing in the SI World, Risk Management by Mark Voigtmann & Chubb, Disaster Recovery – A Real Story, Smart Grid/Alternative Energy & How They Impact SIs, Marketing Secrets from four experts, Emerging Technology Trends, 10 Success Secrets from a successful SI, and on and on.

Breaks, lunch and evening events are your opportunities to network. Give away a bit of information and you'll get ten back. Seek partnering opportunities. If you manage a young, small company, spend time chatting with someone from a seasoned, successful one. Yes, members compete, but everyone wins when our industry becomes more professional.

Something new to which you can look forward are the two informal discussion groups during breakfast each morning. See the conference program for topics.

No doubt it has been a difficult year for many members, but as with all education, the conference is an investment in the future. AIM HIGHER! Then launch your company to greater heights. Attend YOUR conference. The knowledge and networking are priceless!

A handwritten signature in black ink that reads "Bob Lowe". The script is fluid and cursive, with the first letters of "Bob" and "Lowe" being capitalized and prominent.

— *Bob Lowe, CSIA Executive Director*



Since 1994, the Control System Integrators Association has recognized the “best and the brightest” in system integration and provided our members with the tools and networking opportunities to achieve business success.



Mission Statement

The mission of CSIA is to bring successful system integration to the marketplace by:

- Creating recognition and demand for CSIA certified members;
- Improving system integration best practices and performance; and
- Providing an industry forum and networking opportunities.

It is a mission that is continually being strengthened. It was reinforced in 1997 with the introduction of the Best Practices and Benchmarks process, and further extended in 2001 with the establishment of the respected Certified Member program.

Value Proposition

CSIA is committed to the business development of control system integration companies and their implementation of best practices in order to provide a healthy, low-risk channel for the application of technology to their industrial clients.

NEW!

Join the 2010 Executive Conference eGroup to get updates and connect with others attending this year's conference!

Go to www.controlsys.org and log in to CSIA Community.



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Wednesday, April 28

10:00 am – 6:00 pm **Registration Desk Open**

4:00 – 5:00 pm **Spouse/Guest Reception**

A Seattle historian will offer Guest registrants a video presentation on the history of Seattle and describe the tour and activities planned over the course of the Conference.

6:00 – 10:00 pm **Anixter Exhibit and CSIA Welcome Reception**

Kick off the Conference with cocktails at the Seattle Aquarium. *See description.*



CSIA Welcome Reception — Wednesday ■ 6:00 - 10:00 pm

We're starting the meeting off right! Situated on the Waterfront at Pier 59, the Seattle Aquarium will welcome you to the Puget Sound with an array of interactive exhibits. A marine biologist will be on hand to answer your questions while a deep sea diver in the Grand Hall tank talks to you through the glass! Cocktails and heavy appetizers will be served throughout the evening. Shuttle to and from the event. Included in Executive Conference registration. *Sponsored by Anixter*

Thursday, April 29

6:30 am – 6:00 pm **Registration Desk Open**

7:00 – 8:15 am **Continental breakfast with optional networking tables**

Topics: 1) New members/Mentors 2) International Members

Sponsored by Invensys Wonderware

8:30 – 10:00 am

The Recovery: How Long & How Fast

Alan Beaulieu, President, Institute for Trend Research, Boscawen, NH

Alan Beaulieu will present the economic outlook for our industry and the global economy with the clarity that business leaders have come to expect from ITR®. Beaulieu will take a look at what is happening in many key industries and address some of the questions common to all attendees. Registrants will gain confidence navigating the economic waters and walk away with a list of indicators that should be watched and those that can be safely ignored.

Sponsored by GE Intelligent Platforms

CONCURRENT SESSIONS

10:30 – 11:15 am **Smart Grid - The Vital Role of Industry**



Raj Batra, President, Industry Automation Division, Siemens Industry, Inc.

The “Clean Energy Economy” is driving economic recovery in the U.S. and around the world. Key components are using less energy, tapping into renewables, and above all, reinventing today’s power grid to handle a revolutionary new two-way conversation between supply and demand. As the largest consumer of power, industry’s role is vital. This session will discuss the value that control system integrators can deliver through assessments, process re-design, and business case analysis for industrial customers taking their first steps to join the Smart Grid.



Disaster Recovery – A Real Story About Surviving Hurricane Ike

Russell Treat, President/CEO, EnerSys Corporation, Stafford, TX

EnerSys Corporation, headquartered in Houston, Texas, sustained a direct hit by Hurricane Ike losing use of their facilities. The real challenge was not the hurricane but properly planning for how to run the business while at the same time recovering operations. This presentation is a step-by-step review of what was done well and what was missed or poorly planned as EnerSys implemented hurricane preparedness and recovery plans.

CONCURRENT SESSIONS

11:15 am – 12 noon **Applying Lean Manufacturing Principals to the System Integrator’s World**



Jeff Miller, Director of Automation Services, Interstates Control Systems, Inc., Sioux Center, IA

During tough economic times clients expect to see price cuts. So how does a systems integrator survive and remain poised for tremendous growth? One way is to apply lean manufacturing principals to our everyday work.

The Time is Now to Incorporate Alternative Energy

representative from Schneider Electric

The search for alternative energy and energy efficiency is a must. The answers have to be cheaper, quicker, cleaner and with enhanced security. Each kWh saved avoids three times the generation production. Demand response programs cost about half of typical electricity costs. Technology is available today with short-term results. “Negawatts” or “clean power” produces no environmental footprint. Energy efficiency is homegrown, reducing dependence on imports.

12 noon - 1:30 pm **Lunch and New Member Orientation**

Sponsored by Graybar

1:30 – 3:00 pm **Annual Business Meeting and Overview of Web 2.0**

The Annual Business Meeting is a forum-based session, set aside for CSIA leaders to report to the membership on the events of the last year and plans for the year to come. Stick around for an overview of the Web 2.0 social community of the CSIA website.

3:00 – 5:00 pm **How to Bring Down Your Company in a Few Easy Steps**



*Mark Voigtmann, Attorney, Baker & Daniels, Indianapolis, IN
Paul Barnard, Paul Barnard Insurance, Schwenksville, PA*

In our first-ever “interactive workshop,” the CSIA’s top risk advisers, Baker & Daniels LLP, First Niagara Risk Management and Chubb Insurance, join forces to outline the risk management policies that every CSI should adopt, while highlighting ways that some companies, against their own self-interest, seem to do exactly the opposite.



6:00 – 6:30 pm **Sponsor/Exhibitor Reception**

Conference sponsors and exhibitors are invited to this special recognition event.

6:30 to 10:00 pm **Partner Industry Expo and Reception**

Industry Expo & Reception — Thursday ■ 6:30 - 10:00 pm

Exhibit 2010 showcases the most recent advances in control system integration and provides an unequalled opportunity for you to meet with over 40 companies representing industry suppliers, manufacturers and service providers. Heavy appetizers will be served.

Sponsored by Rockwell & Schneider Electric



Friday, April 30

7:00 – 8:30 am

Continental breakfast with optional networking tables

Topics: 1) Certification 2) Social Networking

Sponsored by Opto 22

8:30 – 10:00 am

Special Keynote Presentation

Speaker TBD

CSIA has invited representatives from the aeronautics and space industries to challenge your thinking with a timely and contemporary program that will compel you to “aim higher!”

CONCURRENT SESSIONS

10:30 – 11:15 am

Top Trends and Technologies for 2010: Emerging Trends and Their Impact on CSIs

Russ Novak, Director of Consulting, ARC Advisory Group, Boston, MA

This presentation will be an executive level review of selected top trends and technologies that the SI market will encounter in the 2010 recovery. Examples include carbon accounting and monitoring, enhanced cyber security issues, energy alternatives, and smart grid perspectives.



Are You Selecting Your Customers or Are They Selecting You?

Dean Streck, CEO, VI Engineering, Farmington Hills, MI

Not all customers are equal. This talk examines the importance of selecting your customers wisely and the far reaching impacts on your future. Dean will review various customer selection techniques and measurement methods including project margin, account margin, total lifetime value and the impact on your culture. Actual examples include the impacts of both wise and poor choices in choosing industries.



CONCURRENT SESSIONS

11:15 am – 12 noon

10 Things System Integrators Need to Know About Marketing to Grow Their Business

Bob Patterson, President, MKTX Inc., Beaverton, OR

Many system integrators, being engineer-trained and engineer-oriented, don't fully understand the role that marketing plays in an organization and the marketing techniques that can be employed to help them grow their business. This seminar will expose some misconceptions and provide examples of best practices that CSIA member firms can employ to out-market their competitors and win more business.



The Three Essentials to Compensation Plans that Drive Performance and Profitability

Robert Rainey, Senior Vice President, The VisionLink Advisory Group, Irvine, CA

This presentation will help business owners and CEOs understand clearly how the company's compensation programs impact fulfillment of the strategic plan. How can an organization utilize its incentive structure to produce a positive return on the investment in employee productivity? What are the “best practice” concepts that are essential to spur growth in today's economy?



Guest Tour - Wine Country — Friday ■ 10:00 am - 3:30 pm

Chateau Ste Michelle and Novelty Hill Januik are two of Washington's most renowned wineries. A visit at each venue will provide tours and tastings of the highest rated wine in the country. Deluxe Motorcoach transportation, lunch and a local expert to guide you through the area are provided. Included with Guest registration.



12 noon - 1:30 pm **Networking Lunch**
Sponsored by Siemens

CONCURRENT SESSIONS

1:30 – 2:15 pm

Unveiling the New CSIA Financial Survey

PC Romano, President, Avid Solutions, Winston-Salem, NC

After last year's conference, the CSIA Statistics Committee set out to evaluate a complete overhaul of the annual financial survey. Over the last 12 months, the committee identified and selected a cutting edge technology platform and implemented a completely redesigned survey. The new tool will be unveiled during this presentation.



Marketing/PR on a Shoestring: Build Your Brand and Bring in Business

Walt Boyes, Editor in Chief, Control Magazine, Itasca, IL
Marty Michael, Marketing Manager, Avanceon, Exton, PA

How control system integrators can use public relations and social media to build business and do it on a shoestring budget. Most people think of advertising when they think of marketing, but there is much to be gained from an active public relations program that uses both traditional and social media contact methods. Anybody can do it — it isn't rocket science.



CONCURRENT SESSIONS

2:15 – 3:00 pm

Every H-Rep Needs an E-Rep

Todd Youngblood, Sales Consultant, YPS Group, Acworth, GA

That's "H" as in "human" and "E" as in "electronic sales rep." As a CSI member you have a wealth of specialized knowledge and expertise that, when well applied, can save and/or make money for a wide variety of customers. Find out how an e-rep can help you develop a strategic plan and craft compelling value propositions and proposals.



Selling Your Company: A Buyer's Perspective

Scott Sawyer, President & CEO, JMP Engineering Inc., Burlington, ON
Brian Mullen, Consultant, Exotek, Waterloo, Ontario, Canada

Selling an integration company can be fraught with many unknowns and complex issues. Scott and Brian share their specific and industry-level insights regarding key areas that are critical for business owners who, one day, are planning to sell their businesses.



3:30 – 5:00 pm

Customer-Centric Culture

Dave Blair, Director of Customer Experience, Rockwell Automation, Milwaukee, WI
Bill Barnes, Senior Vice President, Burke Inc., Cincinnati, OH

Your company makes huge efforts and investments in communicating your value proposition, which is the brand promise that shapes customer expectations. A corresponding investment makes sense for ensuring the brand promise is indeed delivered. Dave and Bill will explore best practices for measuring and monitoring customer loyalty and maximizing profitability.



6:30 – 9:30 pm

Friday Evening Cocktail Reception and Social

Join us for cocktails and appetizers atop the Seattle Space Needle. *See description.*

Evening at the Space Needle — Friday ■ 6:30 - 9:30 pm

Your evening begins with a 90-second trip aboard the Seattle Monorail to the base of the Space Needle. Enjoy cocktails and dinner 582' feet up at the Observation Deck with 360° views of Seattle and the Puget Sound. The monorail will return you to the core of downtown and steps from the hotel. Included in Executive Conference registration. *Cocktail reception sponsored by Anixter*



Saturday, May 1

7:00 am – 8:30 am **Continental breakfast with optional networking tables**

Topic: 1) Peer 2) User Groups (Best Practices, Deltek Vision)

CONCURRENT SESSIONS

8:15 am – 9:00 am **Surviving and Thriving as an SI: The Top Ten Concrete Business Tips Learned Over 25 Years as a Systems Integrator**



Rick Pierro, President, Superior Controls, Seabrook, NH

Rick will share valuable, easy to implement, and proven ideas which will produce more profit and add more value to your business. From marketing, hiring, contracts, structure and additional services, this talk will leave you with practical ideas to improve both your customer satisfaction and your bottom line.

Selling CSIA Certification to our Clients



Bob Zeigenfuss, President Avanceon, Exton, PA

Bob will explain why it's important to help clients identify the success factors of any project. By doing so, CSIA certified members can help clients understand how CSIA Best Practices and Certification nearly ensures a successful outcome.

9:15 am – 12 noon **Accountability Into exeCution I and II**



Ted Garnett, CEO, Performance Resources Consulting, Cedar Rapids, IA

Ted's presentation explains how to build accountability into exeCution within your company. He'll connect the difficult issues in organizational performance today to the current accountability crisis and provide a tangible approach for improving performance outcomes in any organization.

12:45 – 4:30 pm **Golf Outing at Harbour Pointe**

See description.

1:15 – 4:15 pm **Boeing Tour**

See description.

6:00 – 7:00 pm **Cocktail Reception**

7:00 – 9:00 pm **Banquet & Awards Presentation**

Reception, Banquet & Awards Presentation — Saturday ■ 6:00 - 9:00 pm



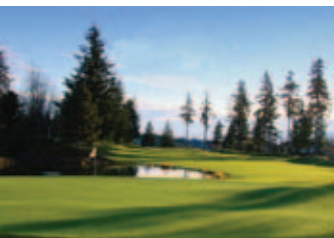
This special event is set aside to recognize the outgoing officers and honor the 2010 award recipients. Included in Executive Conference registration. *Sponsored by Anixter*

Saturday Afternoon Options

The Future of Flight Aviation Center & Boeing Tour — *Saturday* ■ 1:15 - 4:15 pm

The Future of Flight Aviation Center & Boeing Tour features popular learning zones equipped with touch-screen computers that let you design your own aircraft.

As part of the tour, you will visit the largest building in the world by volume (472,000,000 cubic feet). On the Boeing flight line, visitors will see airplanes in various stages of flight test and manufacture for airline customers around the world. Deluxe motorcoach transportation and local tour guide is included in this activity. Separate registration required. Fee: \$50



Golf at Harbour Pointe — *Saturday* ■ 12:45 - 4:30 pm

Harbour Pointe Golf Club started fast and was selected as Golf Digest's best new public golf course for 1991. In 1996 Golf Digest rated Harbour Pointe as the second best golf facility in the Northwest. Lunch at 12:45 pm; Shotgun start at 1:30 pm. Motorized carts, beverages and catered lunch included. Private transportation to and from the event. Separate registration required. Fee: \$155

SEATTLE FUN FACTS!

- Seattle sells more sunglasses per capita than any other major city in the nation!
- The world's first espresso cart was established below the Seattle Monorail terminal at Westlake Center in 1980.
- In 1981 the Wave, a ubiquitous sight at sporting events around the globe, was invented by a University of Washington cheerleader at a UW vs. Stanford football game at UW's Husky Stadium.
- The 2001 Seattle Mariners won 116 games tying the 1906 Chicago Cubs for the most games won in a season.
- Dale Chihuly, Tacoma native, world renowned glass artist and founder of the prestigious Pilchuck Glass School, was the first person to be proclaimed a "Living National Treasure" by President George Bush in 1992.
- The Space Needle is fastened to its foundation with 72 bolts, each of which is 9m (30 feet) long.



- Built in 1950, the Mercer Island Floating Bridge (now I-90) was the first floating bridge in the world.
- The Happy Face was designed by a Seattle advertising agency (Sorry - not Forrest Gump) in 1966.



Accommodations

The beautiful Westin Seattle is the headquarters hotel for the 2010 CSIA Executive Conference.

A block of rooms is being held until April 7, 2010, but space is limited. **Please make your reservations early.**

The Westin Seattle
1900 Fifth Avenue
Seattle, WA 98101

Book or modify your registration online at www.controlsyst.org or call (800) 228-3000.

Standard Double Suite: \$199 single/double



What you get . . .

Executive Conference registration includes continental breakfast, all meeting sessions, educational programs, Welcome Reception, Industry Expo and Reception, Friday Evening Cocktail Reception at the Space Needle, and Saturday night's Banquet and Awards Presentation. Additional fees are required for the Saturday Boeing tour and the Golf Outing.

Spouses, Guests and Children

Spouses and guests must purchase a Guest registration to attend any Conference function. Guest registration includes the Welcome Reception, Industry Expo and Reception, Friday Evening Cocktail Reception at the Space Needle, and Saturday night's Banquet and Awards Presentation and the guest tour of Washington Wine Country. Additional fees are required for the Saturday Boeing tour and the Golf Outing.

Children under 18 may attend Conference events at no additional charge (except the Saturday tour which requires an additional fee). An additional fee is also required for children to participate in the Friday Guest tour.

Networking Breakfasts

Join other members for an informal discussion on specific topics of interest noted each morning at breakfast. These are optional events.

Handouts Online

Speaker handouts and slides will be available at www.controlsyst.org one week before the conference. Download or print the presentations that interest you most and bring them with you.

Dress casually

Leave your ties and business suits at home! Business casual is the recommended attire for the 2010 CSIA Executive Conference. However, dress for the Saturday evening Banquet and Awards Presentation is semi-formal (formal attire optional).

Conference Sponsors *as of February 3, 2010*

Please take the time to thank these sponsors when you see them for their generous support of the CSIA Executive Conference. Their contributions make it all possible.

PLATINUM (\$6,000+)	GOLD (UP TO \$3,500)	SILVER (UP TO \$1,500)
Anixter Rockwell Schneider Electric Siemens	Graybar GE Intelligent Platforms	Invensys Wonderware Opto 22 Honeywell

Transportation from the Airport

Link Light Rail runs from the SeaTac Airport and stops at the Westlake Station (underground), about 1 ½ blocks from The Westin. The transfer fee from the airport to Westlake Station is \$2.50 one-way per person. Tickets may be purchased on the train platform at the station.

Internet Access

Complimentary wireless Internet is available in the guest rooms and lobby of the Westin Seattle.

Onsite Registration Hours

Wednesday, April 28 10 am - 6 pm

Thursday, April 29 6:30 am - 6 pm

If you must cancel . . .

Confirmed registrations must be cancelled by Friday, April 16 to receive a refund of the amount paid less a \$50 cancellation charge. No refunds shall be made for cancellations after April 16.

How to Register

Click on the Aim Higher logo on the CSIA website (www.controlsys.org) to register online. Or call the CSIA office at (800) 661-4914.

Registration Fees

A \$100 discount will be offered to all registrants after the first registrant from the same member company.

Register before April 7 and save \$50!

	Before April 7		After April 7	
	1st Registrant	Addl Registrant	1st Registrant	Addl Registrant
Associate	\$650	\$550	\$700	\$600
Certified Member	\$650	\$550	\$700	\$600
Partner	\$700	\$600	\$750	\$650
Spouse/Guest	\$325		\$375	
Non-Member	\$850		\$900	

Register online @ www.controlsys.org



Industry Expo and Reception — **Thursday** ■ 6:30 - 10:00 pm

ATTENTION PARTNERS! Industry Expo 2010 provides an unequalled opportunity for you to meet with business leaders from all aspects of control system integration in an exhibit reception format.

Exhibit tabletops are available exclusively to CSIA member partners only. Company representatives must register for the full conference and a tabletop to participate in the Industry Expo.

To register or see a complete exhibit prospectus go to www.controlsys.org or contact Jeanne Rosen at jrosen@controlsys.org.

Reserve your booth today!

Enhance your exhibit experience by sponsoring an event at the 2010 Executive Conference. Contact Lynda Patterson at lpatterson@controlsys.org for more information.





csia

www.controlsys.org

control system integrators association

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