



## -Who are we and Where are we going? -

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**[NOTE: All statements are opinion of the author and do not represent ISA SOUMI Section.]**

As I write this article, I am amazed at the tenacity and resilience of America, the great state of Michigan's people. ISA Members are a special group described above! In 2006 I was the ISA Michigan Secretary and at that time I wrote a report on the future of our section. Today, I am the section membership chair. This report describes our membership profile and trends based on April 2010 statistics from ISA HQ. Information from this report will help our leadership, membership and potential members understand the profile of our professional society.

### **History.**

ISA Southeastern Michigan Section was established under the original ISA organization definition: (ISA) Instrument Society of America. Upon the revised name: (ISA) International Society of Automation a new focus began. Even today, ISA SOUMI Michigan is learning how to communicate and own this new definition. It has maintained membership and sustained interest through every economic challenge and technological advancement.

### **Who is ISA Southeastern MI in 2010?**

People engaged in automation research, design, innovations, applications, maintenance and troubleshooting are members of our section. They are involved in automation applications focusing on Power, Pharmaceutical, Factory Automation and more. Processes include cycle, batch and continuous production. This report is organized in the categories below.

- **All Members Activity**
- **All Members Education Report**
- **All Members Certification Report**
- **Members activity (face to face events)**
- **New Member Recruitment**
- **New Corporate Investment in Southeastern, MI**

## 1) All Members Activity

Members continue to renew. We continue to maintain active in status. Why? My belief is that they find value in the society resources, need continuous certification maintenance and find new solutions to difficult measurement and control problems.

### SOUMI Section Summary Report

*Data as of:* 04/27/2010 *Section:* SOUMI

MEMBER STATUS	TOTAL
<a href="#">ACTIVE</a>	237
<a href="#">ACTIVE GRACE</a>	23
<a href="#">NEW</a>	2
<b>Total Records</b>	<b>262</b>

## 2) All Members Education Report

We have a significant technological knowledge base where each person holds many 'hats' of skill disciplines. This definition is difficult to define. One feature we can identify is the education base of our membership. Below identifies our membership educational mix.

### SOUMI Section Education Report

Education	Total Records
<a href="#">Not Available</a>	34
<a href="#">Bachelors</a>	109
<a href="#">Doctorate</a>	3
<a href="#">High School</a>	25
<a href="#">Masters</a>	33
<a href="#">Technical</a>	58

### 3) All Members Certification Report

Further analysis of our members identify that professional certification is 'Important'. However, it only represents 36% of membership activity and interest.

This statistic identifies an opportunity for section membership growth. First, there is a leadership base who could if motivated help others see the value of certification. Second, the remaining 64% of members have an opportunity to chase a goal. It has been proven time and again that moving toward certification or enrollment in a certification program allows a new window of knowledge.

## SOUMI Section Certification Report

Certification	Total Records
<a href="#">CAP</a>	7
<a href="#">CCSTLEVEL1</a>	24
<a href="#">CCSTLEVEL2</a>	7
<a href="#">CCSTLEVEL3</a>	14
<a href="#">CIMM</a>	0
<a href="#">CSE</a>	3
<a href="#">CSTiI</a>	0
<a href="#">PE</a>	40

95 / 262  
=36%

### 4) Members activity (face to face events) =Average

Member events occurred every 4 months on average. The frequency of face to face plays a part in exchange and membership value. Actually, it is difficult to identify the real value of face to face vs. technology tools of professional networking. Both are important to build relationship exchange and both need to be active in the member's value of their section affiliation. In May 2010, an ISA Southeastern MI LinkedIn | Groups ([www.Linkedin](http://www.Linkedin)) was formed for professional networking. This is just one vehicle to communicate to our members with innovative tools. Only time will tell if professional networking group's (exchange frequency and correspondence) will build the section in new dimension.

The average age of our member base is 53. This identifies an older population vs. a mid 30-50 age range. Many social events and section recruitment practices need to be revisited to recruit new members who are in the 20-40 age range.

## Where is ISA Going in Southeastern MI in 2010?

### 5) New Member Recruitment

2 new members were reported. The profile identifies them as returning members who dropped membership and signed up again. Membership recruitment continues to be one of the board's top goals. See the below web page announcement by Jason Wright, ISA SOUMI President.

2010 Membership Campaign:

## ISA SOUMI Section - Covering Southern Michigan

**At the SOUMI Section, we want your membership to be a valuable professional tool!**

Take advantage of the online training and standards through the national website.

Attend a local meeting and gain some new technical knowledge or swap stories with your peers.

Have an idea for an event or article? Attend a board meeting or contact one of our Section Leaders.

**We want you to get the most out of your membership, so become active in ISA SOUMI and put your career into overdrive! For section information you can leave a message for Jason Wright at 517-507-5983 or [jwright@acetechllc.com](mailto:jwright@acetechllc.com).**

### 6) New Corporate Investment in Southeastern, MI

Over the last 3 years, new companies and technologies settled in the ISA Southeastern MI area.

- Automotive Electric Battery Development
- Solar Photovoltaic Production
- Power Industry technologies include wind generation and smartgrid development

Companies like A123, GE and Pfizer continue to bring national attention to the local area. Innovation is the driving feature of companies who need ISA members in their leadership.

### Summary: Who are We (ISA Southeastern MI) and Where are we going in 2010?

We are now challenged to change using our current skills applied to different technology solutions. In some cases, the technology 'shelf life' is shorter than we understand. People are still the most valued resource. We use leadership to support and influence a team. How we explain ourself, our experience and the value of ISA will help others know who we are. How we welcome and escort new and current members to ISA's resources and our passion for automation defines where we are going. We are involved in automation applications focusing on Power, Pharmaceutical, Process, Factory Automation and more. ISA members are tenacious, always learning and never give up their innovative spirit.