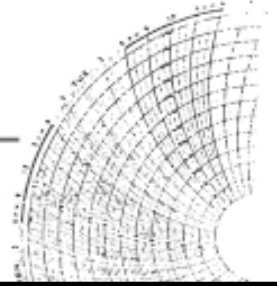




ISA—The Instrumentation, Systems,
and Automation Society

ORANGE COUNTY SECTION
www.isa.org/~oranc/



CHART

January 2004

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NEXT MONTH...

Topic: Digital Data Acquisition
Date: Wed., Feb. 11
Place: Park Place, Irvine
Speaker: Robert Harrison

The presentation will touch on accuracy and precision, resolution and quantization, measurement errors, signal connectivity, signal conditioning, signal sampling requirements & signal processing.

"What lies behind us and what lies before us are tiny matters compared to what lies within us."

— Ralph Waldo Emerson

Market warfare!

Multi-million dollar projects have been won or lost based on a speaker's abilities and presentations. Whether you're an engineer, a technical salesperson, or a marketing guru, giving presentations is a must to get support for your projects or proposals.

Speaker **Paul Gruhn**, successful entrepreneur, noted author, and recognized technical expert, notes, "A lot of business people don't think presenting is very important; they think it's enough simply to be an expert on their subject. Nothing could be farther from the truth! There's a big difference between a person's competence and their effectiveness - including selling products and ideas - based on their ability to present well."

In this fast pace world, marketing strategies change every day. The key benefits of this presentation includes the ability to make more sales, become a market leader and how to create an effective marketing program based on proven and accepted military theory.

Paul Gruhn is the author of *Sell More Through Effective Technical Presentations* and co-author of *Safety Shutdown Systems*, both ISA textbooks. Paul has many years of experience in the marketing field and is an ISA fellow and Director of the ISA Leadership Development Department. He is also Past



Director of the Marketing & Sales Division and President of L&M Engineering.

Topic: Marketing Warfare

Speaker: Paul Gruhn, P.E.

Date: Wednesday, January 14

Time: 5:00-5:45 - Social hour
5:45-7:00 - Program

Location: Kinko's, 3611 S. Bristol St at McArthur (SE corner), Santa Ana, (714) 957-1652
Directions: From the 405 Fwy, take the Bristol offramp and head north. Kinkos is on the right, just before MacArthur.

There will be a door prize awarded.



Portions from amazon.com and mapquest.com.

Headlines from ISA.org

Next up: Manufacturing chemicals overseas - The second largest maker of chemicals in the U.S.-DuPont Co.-says it will close facilities, cut jobs, and manufacture some products in cheaper places to remain competitive.

China throws its weight around - In a move that is sure to increase trade tensions with the West, behemoth market China has mandated an encryption standard for all mobile wireless networking and has ordered computer makers to use it.

Let there be light, engineers say - Now that engineers have overcome a major barrier in the manufacturing of high-quality light-emitting devices and solar cell materials, they hope the discovery will propel them to making ultraefficient electronics.

Complete articles are at www.isa.org, or for direct links to these articles and all other web addresses listed in the newsletter, go to www.techpubs.net and click on "Links".

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President's message



I hope everyone had a great and safe holiday. Due to the economy turn around, hope everyone will have a better 2004.

On December 6, ISA Orange County and Los Angeles Sections had a Christmas Party at

Long Beach Petroleum Club. We had about 12 tables total. The DJ played beautiful soft music. And the food was great. More importantly, we had a great time to celebrate Christmas. It was awesome. Here I would like to thank **Bis Mitra** who spent days preparing the party. He did an excellent job. Thank you, Bis!

During that Christmas party, our Society Delegate, **Terry Sellers**, received Don Zee Award for his outstanding service he did for our ISA Orange County Section. Terry joined ISA in 1995 and has served as section president, arrangement chair, secretary, treasurer and society delegate.

In ISA annual meeting in Houston, TX, **Don Zee** was elected by the council of society delegates

to become President-Elect Secretary starting January 1, 2004. In 2005, Don will be President of ISA, and in 2006, past president of ISA. And Don has been with ISA for 25 years and he has been a great leader for ISA.

In 2004, we will continue to improve our monthly programs, education seminars and other activities. Again, the main focus is for everyone to benefit from what ISA can offer and to bring you the cutting edge technology which will benefit you and your company.

On January 14th, we will have a web session. The topic will be "**Marketing Warfare**". Although most of ISA members are engineers and managers, this presentation will prepare you not just as an engineer, but as an engineer with marketing vision. And it will also be a great benefit to you if one day you decide to start your own business. After all, if you don't have a marketing strategy to promote your product, it won't go too far.

Also, don't forget to check our web site regarding **ISA Automation West** in Long Beach. Mark your calendar. This is going to be a great show. Don't miss it.

Please feel free to contact me directly with any suggestions and comments you may have. I can be reached by email at Johng@icpdas-usa.com or at (310) 265-9352. I am looking forward to hearing from you.

John Gong, Your President

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The monthly **ISA Section Newsletters** and annual **Regional Membership Directory and Buyers' Guide** are mailed to all ISA section members in Southern California and Southern Nevada and to ISA student affiliates at Cal Poly Pomona, Cal State Fullerton and Long Beach State. Newsletters include the South San Joaquin Valley Alarm, Los Angeles Annunciator, Orange County Chart, San Diego Signal and Las Vegas Experience. **Changes of address** can only be processed by ISA by at (919) 549-8411 or www.isa.org. For **editorial submissions and feedback**, please contact the newsletter editor. **Advertising rates, circulation information and style guide** is posted at www.TechPubs.net. **Billing** and publishing correspondence may be addressed to TechPubs Communications, PO Box 1605, Costa Mesa, California 92628. Submissions are copyright by the authors with all rights reserved.
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**TREASURER'S REPORT FY 2003-2004
Budget Report 11/10/03**

INCOME	Actual	Budget	Differential
Arrangement Inc		\$ 3,000	
Christmas Event		3,000	
Dues Refund	1514.04	4,400	4,102.72
Education Inc		1,200	
Exhibit Inc			
Interest Income	2.12	750	
Other Income			
Honorarium			
Student Competition			
Income(donations)		1,000	
TOTAL INCOME	\$1,516.16	\$13,350	\$11,833.84
EXPENSES			
Arrangements	1,710.63	5,000	
Christmas		3,000	
Education		1,600	
Exhibits			
Honors & Awards		100	
Insurance		250	
Membership			
Misc*	1,938.43		
Newsletter			
Planning Mtg 2004		750	
Pres Spring Mtg		500	
Pres Elect Training	1,396.67	1,500	
President's Budget		500	
Programs		500	
Marketing/Publicity		500	
Society Delegate	1,173.07	1,500	
Student Competition		1,000	
Student Section		500	
Treasurer	30	100	
ISA Long Bch Presidents Suite		250	
Dist 11 Leadershp Workshop		1,000	
TOTAL EXPENSES	\$6,248.80	\$18,550	\$12,301.20
TOTAL	\$ (4732.64)	\$ (5,200)	\$ 467.36
Balances (as of 9/30/03)			
Checking:	\$ 2,435.34		
Savings:	\$ 4,576.74		
CD:	\$42212.53		