

ISA 2009 President Gerald Cockrell visits Ireland

Dr. Cockrell and his wife Jan, visited Ireland between the 4-7 May on his way to the District 12 Leadership Conference (DLC) in Leiden, The Netherlands. Jerry and his wife Jan were guests of ISA Ireland for the duration of their visit.

Jerry's schedule included a visit to DPS Engineering

Offices where he was welcomed by ISA Ireland Section President Mr. Mick Meade.

Jerry also took time during his stay to visit CIT and UCC so as to meet staff members, students and view the instrumentation laboratories within these educational establishments.

Jerry visited the Eli Lilly pharmaceutical complex in Dunderrow, Kinsale, Co. Cork as a guest of Mr. Brian Bridgewater, Project Manager IE42 Process Automation and former student of Jerry. Jerry also delivered a presentation to the automation department during his visit to Eli Lilly on current and



(Back L-R) Mr. Bob Shine, Mr. Brian Curtis and Mr. Billy Walsh (Centre L-R) Mr. Declan Lordan and Mr. Tadhg Moriarty (Front L-R) Mr. Dave O'Brien, Dr. Gerald Cockrell ISA President and Mr. Mick Meade ISA Ireland Section President at Jacobs on the Mall 6th May 2009.

future goals for the ISA.

Jerry found time during his busy itinerary to attend a dinner in Jacobs on the Mall hosted by the ISA Ireland Section to honour his visit to Ireland.



Setting the Standard for Automation™

Images of ISA President Dr. Gerald Cockrell's visit to Ireland

Next Addition of INCON

- ISA Ireland Section Annual General Meeting

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(L-R) Dr. Gerald Cockrell and Dr. Liam Mc Donnell at the Cork Institute of Technology.



Back row (L-R) Mr. Billy Walsh, Mrs. Jan Cockrell and Mr. Denis Ring. Front row (L-R) Professor Peter Kennedy and Dr. Gerald Cockrell at University College Cork.



(Back L-R) Mr. Tony Mahon, Mr. Mick Meade, Mrs. Jan Cockrell, Dr. Gerald Cockrell, Mr. Pat McIntyre and Mr. Billy Walsh at the Offices of DPS Engineering and Construction Ltd., Cork.



(L-R) Mr. Brian Curtis, Mr. Declan Lordan, Mr. Mick Meade, Mr. Tadhg Moriarty, Mr. Dave O'Brien, Mr. Billy Walsh, Mrs. Helen Walsh, Mrs. Jan Cockrell, Dr. Gerald Cockrell and Mr. Bob Shine at Jacobs on the Mall, Cork.

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Mr. Robert Shine, 021-4543722

Mr. Kevin McCarthy, 086-8279775

ISA Technical Talk Cork - Switching to an Alternative Fuel Source and Reducing Site Energy Costs

Presenters Jim Kelly and Aidan Mc Donnell, spoke on the topics of Switching to an alternative fuel source - A case study on the installation of a Biomass Boiler and Reducing Site Energy Costs with Combined Heat and Power Generation.

The technical talk took place in the Rochestown Park Hotel, Cork on

Thursday April 23rd.

Jim Kelly is the Maintenance Manager at Centocor Biologics Ireland Ltd. Aidan Mc Donnell is the Business Manager for F4energy.

Jim described the reasons for choosing Biomass and gave an overview of the project which installed a woodchip fuelled boiler

at the Centocor site.

Aidan presented the financial benefits of combined heat and power and outlined the design approaches and fuel selection, including renewable sources, involved with installing CHP in a number of different

types of facility.

The technical talk was described by those attending to be a very interesting and relevant topic.



President of the ISA Ireland Section presents Mr. Aidan Mc Donnell of F4energy with ISA plaque.



President of the ISA Ireland Section presents Mr. Jim Kelly of Centocor with ISA plaque.

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ISA Annual Golf Tournament - Harbour Point

MEMBERSHIP

In order that the ISA Ireland section records are accurate and up-to-date, it is important to let me know if your information has changed. This will enable us to make sure that all correspondence from the Ireland section and the USA will reach you at the proper destination in time.

Euro Rates for ISA

Membership:

Regular Membership €77.00

Senior Membership €77.00

Student Member (3 yrs)

€15.00

Division Membership €8.00

Regular/ senior membership

(2 years) €143.00 (save

€11.00)

Regular/ senior Member

(3 years) €204.00 (save

€27.00)

(€ / \$ exchange reviewed on three monthly basis)

Mr John Downey

Membership Chair

Tel: 021-4804600

This years annual golf tournament took place in the beautiful setting of Harbour Point golf club in Cork on the 29th May.

The course opened in 1991, following four years of construction work. It has always been operated as a family owned business, since its opening. Sadly however it closed on the 31st May and the ISA Ireland Section were privileged to be the last society to walk its greens before its closure.

The afternoon started off quite hazy and overcast but

this soon burned off and ISA Section members and guests were afforded a fabulous sunny summer afternoon and evening.

The day was rounded off with a meal back at the clubhouse followed by presentations.

The event was well supported by the event sponsors and by the participants who turned out on the day. The event sponsors included:

Clarín Consulting
Jones Group
Janssen
Douglas Calibrations
Shering



(L-R) Mr. Joe Redmond, Mr. Mick Meade, Mr. Brian Bridgewater and Mr. Eamon Bradfield winners of the ISA Golf Tournament 2009



(L-R) Mr. Pat McCarthy, Mr. Colm McCarthy, Mr. Mick Meade, Mr. Eamon Bradfield and Mr. Noel Green awarded 2nd place at the ISA Golf Tournament 2009.

The final results were :-

1st Brian Bridgewater / Joe Redmond / Eamon Bradfield

2nd Eamon Bradfield / Joe Redmond / Frank Corrigan

3rd / Tony O'Flynn / Tommy Flynn

Nearest the Pin was Joe Redmond. Longest Drive was Pio Murphy.

The prizes were presented by ISA Ireland Section President Mr. Mick Meade and tournament organiser Mr. Eamon Bradfield.



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Right Photo - Mr. Tony Coughlan, Mr. Robbie Houlihan, Mr. Mick Meade, Mr. Eamon Bradfield and Mr. Declan Lordan.



Left Photo - Mr. Dan Buckley, Mr. Aidan O'Mahony, Mr. Brendan Barry, Mr. Mick Meade and Mr. Eamon Bradfield.

Right Photo - Mr. Eamon Bradfield, Mr. Dave O'Brien, Mr. Mick Meade, Mr. Brian Nolan and Mr. Billy O'Neill.



Right Photo - Mr. Andre Boyce, Mr. Mick Meade, Mr. Pio Murphy, Mr. Eamon Bradfield and Mr. Frank Corrigan awarded 3rd place at the ISA Golf Tournament 2009.



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ISA Technical Talk Dublin - Reduced Carbon Design and Auto Power Generation

Once again the ISA Ireland Section were fortunate to have Presenters Ken Bruton and Dave Fleming of RPS speak on the topics of Reduced Carbon Design Energy Design and Auto Wind Power Generation. This time the technical talk took place in the Dublin on Thursday Apr 29th.

Ken Bruton is part of the

RPS Energy Team in Cork and is an SEI SME advisor. Dave Fleming is a Senior Electrical Engineer in Engineering Services at RPS. Dave presented the topic Wind Turbine Installation On Site Auto Generation. He outlined the fundamental reasons behind adopting Auto Production including the ease of integration

into existing sites infrastructure, energy saving and reduced carbon footprint.

The technical talk was once again described by those attending to be a very interesting and relevant topic.



(L-R) Attendees at the recent technical talk in Dunlin presented by Mr. Ken Bruton and Mr. Dave Fleming

Report from District 12 Leaders Conference in Leiden

DLC12 Leiden – Mick Meade's address

Section Business Plan and Budget Generation

Compiled By: M.Meade

Date: 16/Mar/09

Introduction

The relevant section of the Board of District Vice Presidents MOP [SEC8.1 (3) refers] requires all ISA Regular Sections to submit a Business Plan and Budget as one of the requirements to maintain active status. This presentation will explore the relevant issues concerning

that necessity for a Business Plan and Budget but also the practical reasons which make such vital to a business operation. The subject will be approached generally with respect to a non-profit organisation and specifically from the direction of the Ireland Section. In this way it is expected that other Sections can acquire that which is relevant to their own operation.

Business Survivability

A business can be defined as a legally recognised organisation designed to provide goods and/or services to consumers. This

definition can be further divided into those which operate for profit and for non-profit (or not-for-profit) with a non-profit organisation being defined as that which does not aim to make a profit, and which is not a public body. On these definitions the activity of an ISA Section can therefore be considered to be a business. The Ireland Section operates as non-profit.

The latest statistics from the Small Business Administration (SBA) show that "two-thirds of new employer establishments survive at least two years,

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and 44 percent survive at least four years". This is a far cry from the previous long-held belief that 50 percent of businesses fail in the first year and 95 percent fail within five years.

Better success rates notwithstanding however, a significant percentage of businesses – new and existing – do fail. There are many expert opinions on the reasons for these failures and on the mechanisms to be employed to keep a business operating soundly. Consider the follow-

ing.

Key Factors

These are seen as the personal characteristics of a good business driver and have been shown that, where absent, can be the start of business failure.

You have a passion and love for what you are doing and strongly believe, following educated study and thorough investigation, that your product or service would fulfil a real need in

the marketplace. You are physically fit and possess the needed mental stamina to withstand potential challenges. Often overlooked, less-than-robust health has been responsible for more than a few business failures. You have drive, determination, patience and a positive attitude. When others throw in the towel, you are more determined than ever. Failures don't defeat you. You learn from your mistakes, and use these lessons to succeed the next time around.

Poor Management

Neglect of a business can also be its downfall. Care must be taken to regularly study, organise, plan and control all activities of the business operation. This includes the continuing study of market research and review of customer data, an area which may be more prone to disregard once a business has been established.

Lack of Planning

Anyone who has ever been in charge of a successful major event knows that were it not for their careful, methodical, strategic planning and hard work success would not have followed. The same could be said of most business

successes.

It is critical for all businesses to have a business plan. Many small businesses fail because of fundamental shortcomings in their business planning. It must be realistic and based on accurate, current information and educated projections for the future.

Over-Expansion

A leading cause of busi-

Insufficient Capital

A common fatal mistake for many business failures is having insufficient operating funds. Business owners underestimate how much money is needed and they are forced to close before they even have had a fair chance to succeed. They also may have an unrealistic expectation of incoming revenues from sales. This

means you will need enough funds to cover all costs until income begins to flow.

A successful manager is also a good leader who creates a work climate that encourages productivity. He or she has a skill at hiring competent people, training them and is able to delegate. A good leader is also skilled at strategic thinking, able to make a vision a reality, and able to confront change, make transitions, and envision new possibilities for the future.

ness failure, overexpansion often happens when business owners confuse success with how fast they can expand their business. A focus on slow and steady growth is optimum.

At the same time, you do not want to repress

growth. If expansion is warranted after careful review, research and analysis, identify what and who you need to add in

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order for your business to grow. Then with the right systems and people in place, you can focus on the growth of your business, not on doing everything in it yourself.

No Website

Simply put, if you have a business today, you need a website.

At the very least, every business should have a professional looking and well-designed website that enables users to easily find out about their business and how to avail them-

audience. A business plan should contain whatever information is needed to decide whether or not to pursue a goal.

For example, a business plan for a non-profit might discuss the fit between the business operation and the organisation's mission.

"...a good business plan can help to make a good business credible, understandable, and attractive to someone who is unfamiliar with the business. Writing a good business plan can't

guarantee success, but it can go a long way toward reducing the odds of failure."

Business Plan

A business plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organisation or team attempting to reach

those goals.

Ireland Section Business Plan for July 2008 to June 2009

The key overall objective for the year will be to maintain and grow the Section membership. This will be actioned by continuous promotion the ISA Ireland section core values and reconsolidation of the benefits of membership, both materialistic and ide-

achieve greater efficiency.

Education

Grow the student membership through continuing interface with identified colleges, presentation of Technical Talks and cultivation of the Student Liaison concept.

Website

Develop our Website as the main platform of information interchange with

those goals.

Non-profit business plans tend to focus on the organisational mission which is the basis for their non-profit status although they may also focus on optimising revenue. In non-profit organisations, creative tensions may develop in the effort to balance mission with revenue.

Business plans are decision-making tools. There is no fixed content for a business plan. Rather the content and format of the business plan is determined by the goals and

alistic.

To implement this the following goals for the year in line with the founding ethos of ISA as one of education and through that to advance the technology, the competence and the careers of practitioners in the field of automation for the benefit of industry and humanity.

Membership

Maintain and to grow the membership base of the

the membership.

Member Services

Develop a concept for a validated training program for our members and position this for implementation.

US & European

Request that previous Committee with current US Corporate and District portfolios remain on the committee by virtue of their

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Mentoring Program Connect online with, and learn from, experienced professionals and practitioners, and much, much more.

District 12 Leaders Conference in Leiden

respective positions.

8th November 2008.

ings.

Legal & Liability

Review Section insurance policy and determine that associated Events Schedule meets program for the year.

Attendance at the President's Fall Meeting in Houston October 2008.

Annual Honours & Awards ceremony at UCC December 2008.

Note that the Business Plan was normally included as part of the address by Incoming President to AGM and thence detailed in President's subsequent introductory letter to Membership. The format above will now be utilised by Outgoing President to report progress during the year to the AGM and thereafter continued on by the current Presidency.

Section Activities

Golf Outing scheduled for 29th August 2008.

Attendance at the DLC in Leiden May 2009.

4 no. Technical Talks.

Association with Pharmatex September 2008.

2 no. Plant Tours.

30th Anniversary of Charter Dinner scheduled for

6 no. editions of INCON.

12 no. Committee Meet-

Summation

Some aspects of the sub-

ject to be noted. To know where you are going you must know where you are coming from. To ensure success of the business produce a Business Plan and translate this into a Budget.

are also a voluntary society so that the voluntary input may need to be increased to cover any income shortfall.

The Budget income and expenditure sums must align as non-profit does not mean make a loss. Do not spend all your income on expenditure as some must be put away for that rainy day. Remember that we

ISA Committee for 2008 / 2009



Front Row L to R: Mr. Brian Nolan , Mr. Seamus Cotter, Mr. Jim Long, Mr. Mick Meade (President), Mr. Tadhg Moriarty

Back Row L to R: Mr. Dave O'Brien, Mr. John Downey, Mr. Billy Walsh, Mr. Willie Cody, Mr. Robert Shine

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Treasurer - Mr. Seamus Cotter

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Committee - Mr. Willie Cody

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Section Committee Members can also be contacted at:

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The views expressed in INCON are not necessarily those of ISA or the ISA Ireland Section