



*Setting the Standard for Automation™*

# ISA Insights Workshop

Developing an “ISA Insights Spotlight Q&A” article,  
and general discussion of who we are

Facilitator

Graham Nasby (ISA Hamilton Section)

Standards

Certification

Education & Training

Publishing

Conferences & Exhibits

ISA District 13 Leadership Conference (DLC)

Friday Apr 29 – Sunday May 1, 2011

Toronto, Ontario, Canada

# Outline

- Welcome
- What ISA Insights Spotlight Articles are
- Overview of a District 13 Spotlight Q&A Article
- List of Questions
- Break out into small groups to answer questions
- Present and Collate Answers
- Discussion



# Background

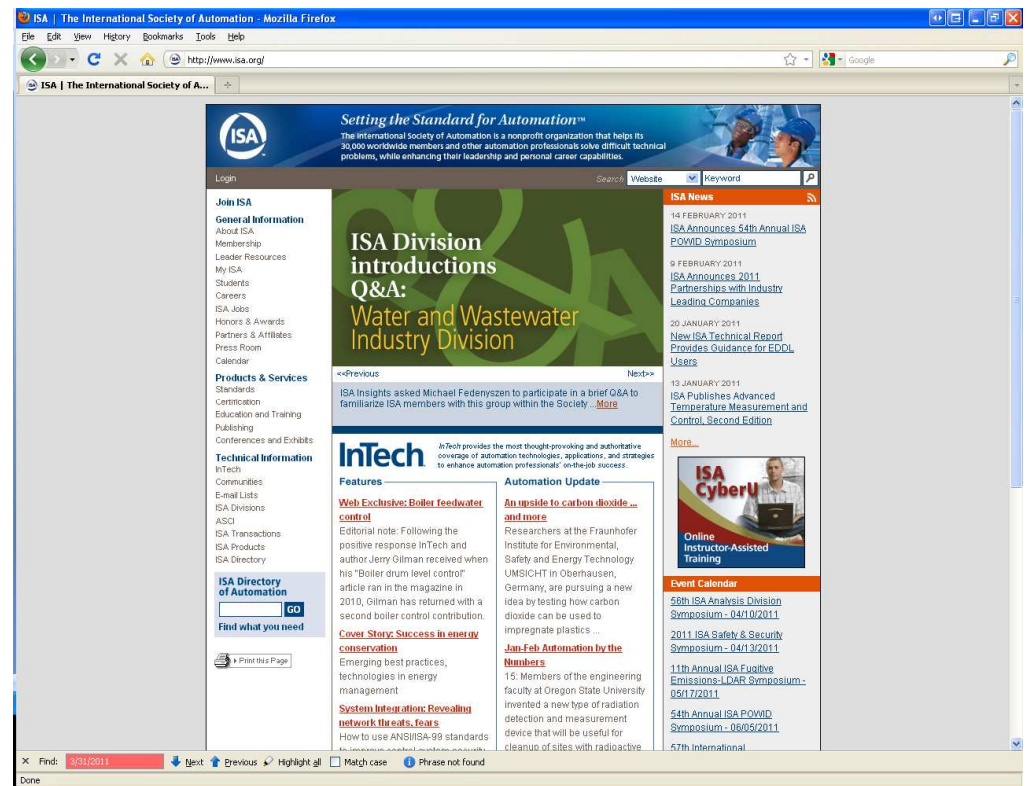
- Graham Nasby
  - Live in Guelph, Ontario
  - Member of ISA since 2004 (joined when I was a student)
  - Starting getting actively involved in early 2010
  - Member of ISA18 and ISA101 standards committees
  - Involved with the ISA water/wastewater industry division
  - Joined the ISA Hamilton section in June 2010





# ISA Insights on the ISA Website

- ISA Headquarters has been creating “Spotlight Q&A” articles
  - Divisions
  - Individuals
  - Sections
  - But nothing for a district yet...
  - So let’s write one for them!



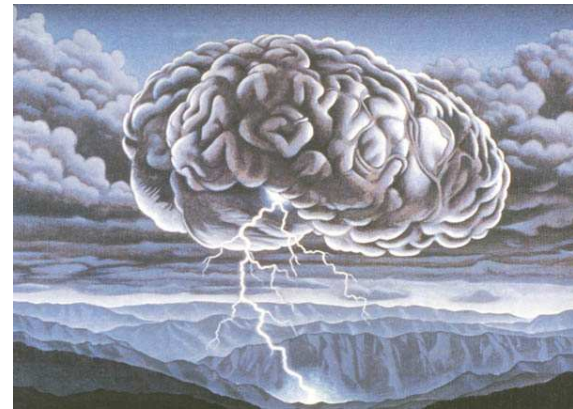
## Goals for our Article

- Raise awareness of District 13
- More “Canadian Content” for the ISA website
- Encourage more members to get involved
- Reach out to other sections/districts
- Chance to get to know each other better
- Encourage us to talk about our Sections
- Have fun



# Brainstorming Format

- Break into 5 groups
- Each group assigned 3 questions
- 15 minutes for groups to come up with answers
  
- Each group presents their answers and solicits feedback
  - We will compose group answers on the projector as we go
  - Graham and another volunteer will edit the final draft after the DLC
  - Submit ISA HQ to post on ISA website
  
- Group discussion as time allows



# Group 1 Questions

---

- Describe your district as if you were speaking to someone hearing about it for the first time.
- What makes each of your sections unique?
- How do you use the diversity both within and between your sections as an asset in terms of programming and networking?

## Group 2 Questions

---

- What geographical areas does your District cover? What makes it unique?
- How many sections are in your district? What are they?
- For sections that cover large geographical areas, how do you support and provide programming for your membership where travel time is significant? Any tips for our readers?



## Group 3 Questions

---

- What types of programming have been successful in District 13?
- Are there specific events that all sections should consider running?
- Between DLCs, how do sections in the district share information and coordinate activities?
- Do you have many members from other sections on your event/program announcement mailing lists?

## Group 4 Questions

---

- Have the individual sections been having success with their annual ISA Section Expos?
- Is the local ISA Section Expo still a viable sales, training and networking event?
- What makes a successful ISA Section Expo?

## Group 5 Questions

---

- Tell Insights readers about something that is unique about your district.
- What events are your sections planning for the coming year?
- Are there any events that you would like to coordinate between multiple sections?