

## 4. Making the Most of your ISA Membership: *InTech* magazine

By Graham Nasby

*This article is part of a series of articles about taking advantage of the resources and opportunities that come with your ISA membership.*

One of the major benefits of the International Society of Automation's (ISA) membership is ISA's flagship magazine, *InTech*. Published 6 times a year, *InTech* is a peer-reviewed and trustworthy source, providing timely information about recent technical developments, trends in our industry, and details about the sector as a whole.

*InTech* explores and reports on the entire gamut of the automation field. It has thought-provoking and authoritative coverage of automation technologies, applications, and strategies. As a well-respected member magazine, *InTech* draws on the resources and credibility that come from tens of thousands of dedicated professionals in all fields of automation—ISA members who regularly contribute on-the-scene, expert editorial content. *InTech* takes the form of a 60- to 80-page full-color glossy magazine and is distributed worldwide to ISA's 30,000 members.

The magazine enjoys a much larger distribution than just ISA members, however. Total print distribution is approximately 60,000 per issue. The online edition of *InTech* also garners an additional 40,000 views per issue, not including content that is broadcast at [www.automation.com](http://www.automation.com) as part of ISA's relationship with that automation news portal. The online version of *InTech* can be found at [www.isa.org/InTech](http://www.isa.org/InTech).

What goes into an *InTech* issue? The following list describes the typical main sections that can be found in *InTech*:

**Cover Story:** What are the leading-edge trends, technologies, and applications facing the automation profession today? In each issue, *InTech's* cover story takes an in-depth look at which technologies manufacturers are using today and will use tomorrow.

**Process Automation:** These feature stories cover systems that control continuous production processes in various industries, as well as equipment that measures the variables of a process, directs the process according to control signals from the process computer system, and provides appropriate signal transformation.

**Factory Automation:** These features focus on the discrete manufacturing process that involves the assembly of component parts to construct products that are measured in units, such as airplanes, household items, and computer systems.

**System Integration:** As engineering departments suffer from the slash and burn of the past decade or so, integrators are becoming more visible and important to manufacturers. They truly are key decision makers in selecting which product line the manufacturer uses. Features covered here speak to the technologies and tools needed to be successful.

**Automation IT:** Engineering and information technology are in the process of blending skills and their technical expertise. Features in this section tell us about how engineering departments and their colleagues from IT are able to work together, speak the same language, and tackle tough issues on the plant floor.

In addition to the above main sections, *InTech* also includes a number of regular "departments" which consist of columns, updates and news briefs that are included in every issue. These departments include:

**Automation Update:** Leading and bleeding edge technologies that will soon hit the industry

**Automation by the Numbers:** A quick snapshot of industry events through numbers

**Executive Corner:** Industry leaders sound off

**Automation Basics:** Covering basic automation process control parameters and technologies

**Channel Chat:** News and developments from system integrators

**Government News:** Rules and regulations impacting the industry

**Workforce Development:** Industry career development and workforce challenges

**Standards:** Breaking news about developing standards throughout the industry

**Talk to Me:** Thoughts and analysis from the *InTech* editor

**Letters:** Letters to the Editor from readers



**Young Innovators:** Talking shop with the next generation of automation professionals

**Association News:** ISA members learn more about their association

**Product Spotlight:** Product spotlights focusing on specific areas and other new products in industry

**Products and Resources:** New product releases

**The Final Say:** Views from leaders in the automation profession

From its beginnings in the 1960s, *InTech* magazine continues to be the flagship technical publication for the International Society of Automation. As a major benefit, it helps us keep up to date on industry trends, new automation techniques, and major developments in our industry, as well as giving us regular columns for the leaders in our field. As an ISA member, the next time *InTech* arrives in the mail be sure to take a look through the excellent information provided by this important member benefit.

**NEXT ISSUE:** ISA's e-Newsletters

**About the Author:**

*Graham Nasby is the VP & President-elect of the ISA Hamilton Section and a voting member of the ISA18 alarm management standards committee. He is also the general symposium chair for the upcoming 2013 ISA Water/Wastewater and Automatic Controls Symposium, which takes place August 6-8, 2013 in Orlando, Florida, USA.*

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**5. Member Meetings: Call for Speakers**

As a service to its members, the ISA Hamilton section holds monthly membership meetings. The meetings consist of dinner and a speaker. The meetings generally start at 6:00pm, followed by a 45 minute seminar that begins at 6:30pm.

We are current seeking technical speakers for our 2013-2014 members meetings. Please contact us for more information.

**SAVE THE DATE**

**ISA Hamilton EXPO 2013**

**Instrumentation & Process Technology Exhibition & Conference**

**Wednesday, April 3, 2013**

**9:00 AM to 5:00 PM  
FREE ADMISSION**

Trade Show, Seminars, and Exhibits

**Royal Botanical Gardens**

680 Plains Road West.  
Burlington, Ontario

**6. New book on Automation Careers**

The ISA has published a new book designed to help the next generation of automation engineers steer clear of common career obstacles and reach their professional objectives.

*101 Tips for a Successful Automation Career* by Gregory K. McMillan and P. Hunter Vegas consolidates career planning recommendations, guidance on technical issues and challenges, interpersonal and workplace advice, and philosophical observations.

“Through our combined 70 years of experience in management, instrumentation, electrical design, modeling and control, Hunter and I have installed hundreds of millions of dollars’ worth of equipment and managed thousands of projects,” says McMillan, a highly acclaimed automation professional and ISA Life Achievement Award recipient. “Along with our many successes have come some hard lessons learned. We wrote this book to share what works and what doesn’t in order to guide and assist younger automation engineers in their professional journeys.”

Written in an inviting, easy-to-read style, the book is aimed at automation engineers involved in controls systems and instrumentation, and engineering students approaching graduation.