

MCAA Launches New Series of Monthly Webinars for Process Control Industry

Williamsburg, VA June 8, 2010. The Measurement, Control & Automation Association (MCAA) has announced a new series of monthly webinars which will bring top industry speakers before its member company representatives and others in the process control industry. The tentative schedule for the balance of 2010 has been published to the Association's website at www.measure.org/Visitors/Meetings.

These speakers come from the most recent Industry Forum hosted by the Association for its members which was held in May in Dallas. One of those speakers, Shari Worthington, President of Telesian Technology, is the featured speaker for the webinar scheduled for Tuesday June 22 (2 pm EDT). Ms. Worthington is an expert in the use of Social Media for Business and will address a number of issues raised by members after her recent presentation at the MCAA meeting. Ms. Worthington notes "We spent a lot of time at this year's MCAA Industry Forum discussing the growth of social media and its importance to our marketing programs. Now it's time to start digging into the details. Social media marketing is transitioning from the tactical, trial-and-error phase to the strategic phase. Simply creating a blog and LinkedIn and Twitter accounts without a plan or purpose, won't fly. What's needed is a coherent process for achieving objectives. In this webinar, we will discuss how to create a strategy that outlives the technology, how to analyze social media platforms for strengths and weaknesses, how to assemble the resources needed behind the scenes, and how to integrate social media with other tactics in your marketing mix."

Registration on GoToWebinar is required to participate but the webinars are free.

Future webinars will feature dynamic speakers who have been tentatively confirmed as follows:

July—Ed Curry, Partner in the business consulting firm of Curry & Hurd with a look at how to translate financial statements into business economics (Eureka! Its Economics)

August—Dr. Lisa Lang, President of The Science of Business who is a disciple of Elihu Goldratt on the Theory of Constraints. Dr Lisa will discuss the nine challenges to scheduling your shop and why your schedule is dead on arrival. Then she will cover the Theory of Constraints approach you read about in The Goal. CAUTION – this will not be theory, but how to really apply what you read and get more jobs done faster! September—Sam Richter who has unlocked the secrets of the internet for MCAA members at two meetings will look specifically at using LinkedIn for Business.

October—Mitch Harper, an educator and speaker who will energize your approach to sales and leadership.

November—Dr. Jeff Dietrich of the Institute for Trend Research will bring his semi-annual Economic Forecast to the MCAA audience in cyperspace.

As these first speakers are confirmed on the calendar, a full schedule of webinars and speakers for 2011 will be released later this year.

The Measurement, Control & Automation Association provides *resources to the world's leading process control suppliers*. MCAA is the national trade association representing manufacturers and distributors of instrumentation, systems and software used in industrial process control and factory automation around the world. MCAA exists to help the management teams of process and factory automation product and solution providers run and grow successful businesses by offering timely, unique and highly specialized resources acquired from shared management benchmarks and strategies. For more information about the Association or about its future meeting schedule, visit the website at www.measure.org or contact MCAA at mcaa@measure.org or 757-258-3100.