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2009 February 23-25, 2009
Hilton Americas, Houston, Texas

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Wishing you all the best in the New Year!

CHAIRMAN'S MESSAGE



Tough Times Call for Technology Solutions

In the next few weeks, you will be getting requests for attendance and travel to the daratechPLANT 2009 conference. We all know times are tough and budgets have been slashed, but I'd like to suggest that there are important reasons for having your people attend the daratechPLANT 15th annual conference.

The conference is based on the premise that, during both robust and tough times, the effective use of technology is critical for the success of operating and EPC companies. What the conference focuses on, then, is bringing together the business drivers that the market demands and the technologies that will satisfy those needs. This interchange is critical to the success, and maybe survival, of each of our companies.

Taking an excerpt from a recent CIO Insight (ZiffDavis) article by Brian Watson on CIO strategies:

"... Instead of panicking, business leaders—while acknowledging the economic duress—saw the downturn as an opportunity to reassess their strategies. Priorities had to be reexamined, but the knives never came out to slice up their IT plans. "I've never [before] seen a time in my six years of consulting where people wanted to step back and assess things," he says. But that's what's happening now.

It turns out that despite the expectation of many experts that businesses would annihilate their IT spending and projects, many IT leaders are taking reasoned approaches to setting and executing on their technology priorities. That's reflected in our 2008 Future of IT study, which found that IT leaders are more intent on improving business processes and aligning IT with business objectives than cutting costs."

Technology advancement continues to be one of the few unifying strategies for a company to move forward in all times. Some of

January 2009 Newsletter

Updated Conference Program

Have you received the updated conference program? Check out the [latest copy \(PDF\)](#) to see updated speakers, sessions and case studies that will ensure your company has a productive and profitable 2009; we look forward to seeing you this February at daratechPLANT 2009!

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the compelling reasons are (as described in a recent *Insight* article):

- During busy periods, there is no opportunity for discovery, training, and piloting. It is during less frenetic times that the people have the ability to learn, test, and move up the learning curve.
- Implementing new systems within an organization represents an investment, which will produce a return when project work volume returns. There is no better time to gain value from people by allowing them to become more knowledgeable.
- Technology vendors recognize corporate commitments during the tough times. This is frequently when vendors can concentrate on a particular company and form a “partnership” to accelerate technology innovation.
- As head counts get frozen, information technology usage is one of the logical strategies for improving the productivity of people. As the project workload continues to fluctuate, technology is way to ensure that a fixed workforce can respond to changes in demand.

I strongly suggest you view the daratechPLANT conference as a strategic imperative for keeping your organization at the forefront of competitiveness. . . .Go ahead, sign that request.

Joseph Morray, Jr.

Chairman 2009 daratechPLANT Advisory Board
(President, Trinity Technologies Corp.)

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