

Dear Readers,

Our focus this month is on Green Energy and the transformation taking place in the power industry globally. I mentioned recently that at the Renewable Energy, RE+ Conference, and Expo in Anaheim, California last year, we were able to interview 29 SME's and thought leaders who spoke about the innovation and developments taking place in the green energy space. We came away content rich, and some of those interviews are here in this issue. We could not do all of the interviews justice, so over the year we will be adding a new feature to our Digital Magazines to cover expanded content areas of Power Systems and Green Energy Technologies, while continuing to provide great content on Transformer Technology and Women in Power Systems.

I will make this letter shorter than most because I believe I cover a lot of what this issue is about in the article I wrote on where green and clean energy is focused. One of the great joys I have as Managing Editor is to be exposed to so many great technologies, ideas and movements within the power industry. Having just returned from the DistribuTech International Conference and Expo in San Diego, which we will cover in our March issue, I am thankful for all of the thought leaders I was able to interview, each of whom raised my own awareness of how great a change we are undergoing in the power industry.

One senior executive said it best:



After 30 years of working in the power industry, I have never seen as much of an appetite for change as I am seeing right now. And it bodes well for society as a whole as we grapple with some very tough issues on a global scale, decarbonization, decentralization and digitalization.

Starting in March, and continuing going forward, even though each issue is "themed", we will have separate sections for Transformer focused content, Power Systems content, Green Energy content, and Women in Power Systems content. While each issue might have a very strong focus on one of these content areas, we hope to cover all of the change taking place in both technology and in how each of these areas will impact the global power industry going forward. While our geographic focus will remain the Americas and Europe, much of our content will have relevance throughout the globe.

We believe transformers are and will always be the "Heart of the Power System", but given the changes elsewhere within that system, we think this is a better way to cover the changes taking place all around us. It will also expand our community as we rebrand ourselves as APC Technologies, a better description of our brand.

In the meantime, enjoy our first foray into Green Energy Technology, with articles of importance and interviews with key thought leaders from the industry. Moving forward, I would love to hear from you, our community members, on any of the subjects we will cover as a way of serving you better. Our vision is to be the "Digital Voice of the Power Industry" and that vision becomes clearer as we make these changes going forward. We will forever have Transformer Technology as our own heart, but we are also cognizant of the fact that we have been given a platform as a trusted source for informative, enlightening and inspiring content for the power industry, and we take that role as a "trusted provider" very seriously at APC Technologies.

If you are interested in providing content for any of our targeted areas, please feel free to connect with me personally at alan.ross@apc.media.

Onward and Upward!



Alan M Ross
CRL, CMRP
Managing Editor
APC Media
Technical Director



Alan M Ross

