

Dear Readers and Members of TT Community,

At a recent video conference with a group of marketing professionals, I told them. **“Great content is at the heart of, and powers, great Digital Communications.”** At our Transformer Technology community, we couldn’t agree more. But there can be an issue when you attempt to transform a magazine, with its time deadlines, into a community with information free-flow, well beyond merely printing interviews and articles separated by promotional pieces.

You may have noticed that we now **feature** articles and interviews on a weekly basis, along with news, webinar information and more, throughout every week, **making frequent visits to the site more important than ever.** Then we curated all of the previous weeks’ interviews and articles into the Summer issue.

As the final piece of that transformation, we are introducing a “content-driven” strategy of continuing to feature weekly articles or interviews and curating them into a monthly issue.

Now all of the previous weeks’ content from great authors like Corné Dames, Alan Sbravati, Chuck Baker, Marco Tozzi, Elm Costa and his team and more, and the insightful interview with Ronald Schmid of Siemens, is compiled into this, the first monthly issue of Transformer Technology.

Because bushings are so important to transformers and one of the leading causes of transformer failures, we will continue to feature articles and interviews on this topic in October, and then curate our second monthly edition called *Bushings: Part II*. I know that’s not a very excitingly themed title, but it is the best way we know how to theme the issue.

As a preview of what is to come, we will combine November and December with the theme of Oils & Fluids. We have already lined up articles from the very best experts on the subject, and of course another feature from Corné Dames and Chuck Baker.

Finally, a new digital feature that we believe will take us into the next phase of our transition into being the “go-to” place for transformer knowledge and information, is the introduction of our **Video Content Feature** with exclusive interviews with leaders from all aspects of power systems and transformers, focusing on the seven fundamentals of the Electric Power Reliability Alliance (EPRA). We will feature these Alliance Member interviews as a way of showcasing the important changes the future brings, with the leaders who are making these changes happen.



Welcome to the September issue of Transformer Technology, focused on Bushings.

The seven fundamentals these interviews will focus on are:

1. **Leadership commitment to reliability and safety.** How does your company align with the need to engage the marketplace into thinking this way? What is their commitment to safety and how do they approach it within their organization?
2. **Vision and Mission Commitment.** How does your vision/mission align with the vision of TT?
3. **Quality.** How do you address the need for providing quality in your products or services for TT members? What methods do they use to insure it?
4. **Continuous Improvement.** How do you apply the principles of Continuous Improvement and/or Innovation within your organization?
5. **Lifelong Learning & Lifelong Sharing.** *“In order to know, you must first learn.”* How do you engage your employees in continuous learning and how committed are you to sharing new knowledge, technology or methods with practitioners without regard to financial incentive?
6. **Generational Transition.** Both within your company and supporting the industry; what is the commitment to preparing the next generation of electric power and/or transformer professionals?
7. **Legacy.** What is the lasting imprint your company wants to have? Marketplace perspective? How do you make a good place for people to thrive at work?

We hope you enjoy these changes and become a contributing member of our community. Give us your feedback and stay informed. It has not been easy making the transition from a quarterly magazine to an up-to-date, web-based digital community and I would like to thank our team members who have made this happen and who have supported this vision from the start. I would also like to thank all of our contributors, from podcasts, to interviews and articles, because they are the power and source behind great content. I would also like to thank our advertisers and sponsors who have joined us in this journey and captured the vision for making the Transformer Technology community a significant part of their digital communications strategy.

And finally, I want to thank you, our readers, who are the motivation and who supply the energy we need to serve you on this journey. We will continue to build on our own seven fundamentals with the vision for making the TT community your trusted source for the best *BoK* (Body of Knowledge) on transformer design, application, life-cycle, maintenance, testing, monitoring, and critical components.

Thank You!



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It is time to lead.

It is time for a change.

Alan M Ross

