

## Alan, why Bushings Part 2?

Well, quite simply, because Bushings Part 1 couldn't handle the volume of great articles and interviews we had so we decided to divide the coverage into two monthly issues.

And here you have it - Bushings: Part Deux! Ok, we will stick with Bushings: Part 2.



One of the most significant principles we adhere to in our community is that we want content that informs, educates, inspires or entertains. The best content does all of that. Transformer Technology is committed to bringing the best of the profession.

I have two great sons. Let's call the eldest, Patrick, Son Part 1 and Michael, his younger brother, Son Part 2. Now when asked which of your sons is your "favorite son", I answer, "My favorite eldest son is definitely Patrick." You get the picture. Which is my favorite Bushings issue, September or October? My answer is much like it is when asked about my favorite son. They are both my favorites, just different.

If you missed September, go back and [download](#) and read it at your leisure. That, by the way, is what makes digital copies so great. **Download! Archive! Access on your timeframe!** Of course, you could do that with print, but that costs a lot and leads to clutter. (I must admit though, I do love the smell of a newly printed magazine and the feel and smell of a book as you turn the pages. My Kindle and I are one, but it's just not the same, is it?)

What I love about the October Bushings: Part 2 Issue is much the same as what I like about its older brother - the breadth and the depth of the knowledge shared by our great contributing authors. If you don't think it is a lot of work, try it sometime. Writing an article, I mean. First you have to get by the topic editing, which makes sure we don't become nothing more than a commercial community, but rather a community committed to bringing knowledge and awareness of the past, present and future of transformers.

These critical assets are the heart of any electrical system and are so unique in their design and application, but all based on magnetic fields. The only moving parts are the electrons (Ok and on-load tap changers for you purists. By the way, **the OLTC Month is coming next March**, so if you are an OLTC purist and know a lot about them, become a contributing author for that issue.) As Hassan Zaheer of Powertech Research shows us in his market update, there are great differences in regional market aspects as well as technical aspects.

Writing a quality article takes three things once you get past our Editorial Team:

1. Having something "read-worthy". Why write something unless you know someone who wants or needs to read it? **One of the most significant principles we adhere to in our community is that we want content that informs, educates, inspires or entertains.** The best content does all of that. Transformer Technology is committed to bringing the best of the profession, not just filler.
2. Since most authors also work for a company in our industry or consult for the industry, avoiding commercial content is very difficult, especially when the sales and marketing teams want you to point to their solutions. It is a fine line and I can tell you; we are serious about screening out content that is too commercial. We can't always be purist either, in that there are times, especially in case study-based articles, that mentioning of products or services is necessary to tell the whole story. Even then, we want to focus more on the case study and the knowledge it shares, and less on the brand.
3. We learn in the ways our brains are wired: watching, reading, listening, touching, and sometimes even smelling. That means the article has to provide more than words. We expect great graphs, pictures or charts to bring the article to full color or life. But adding all of these for the sake of visual appeal is not the purpose; adding them to better educate, inform, inspire or entertain is.

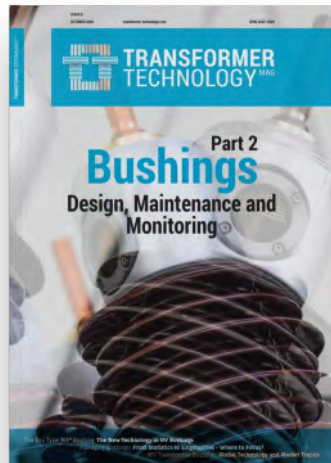
With all that said, we bring you "**Bushings: Part 2**", my favorite second issue. And remember to visit [www.transformer-technology.com](http://www.transformer-technology.com) for our daily feed of news, articles, videos, webinars and a plethora of powerful content.

And support those who support us... please. While I attempt to make sure we are not too commercial in our articles and digital content, none of this would be possible without the support of companies as they serve our market.

We stress developing a **"Digital Communications Strategy"** with our advertising and promotional partners or Resource Practitioners at EPRA\*, and that includes **providing the authors and interviewees, promoting them within their circle of influence and sharing new and promising innovations.** You, our community members, are the most important aspect of that strategy. Without you, we just become billboards on the backroads that nobody sees. We want to be on the superhighway of knowledge in the new informational age. You make that possible. I hope you download and enjoy.

Finally, November and December will be combined into one Issue, themed: **Oils & Fluids: Better Solutions for a Changing World.** We already have an amazing line-up of contributors, with content that will definitely **educate, inform, inspire and entertain.** If you have something to share, even if it not something that would fit into an article, we also have begun taping **Take 5** segments and sharing them with our community on one topic that can be presented in five minutes or less. It is bite-sized knowledge, but knowledge that builds up our community. Let us know if you would like to become contributors to the community.

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It is time to lead.  
 It is time for a change.



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