

POWERLINE

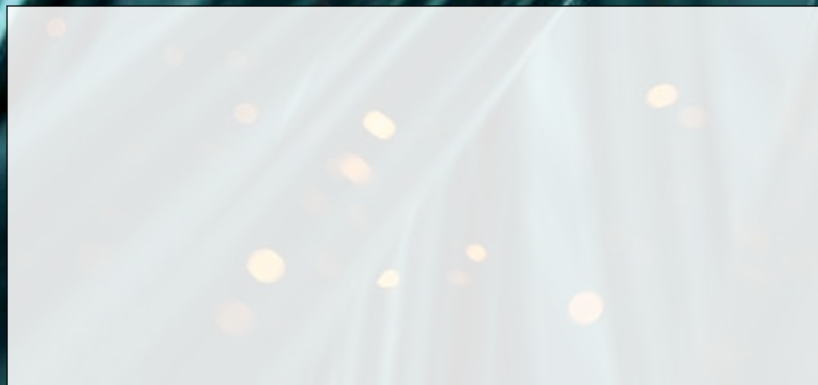
The Voice of the On-Site Power Generating Industry

Summer 25

**EGSA's Legacy of Leadership
and Future of Innovation**

**6 Questions to Correctly
Size a Generator**

**Confronting the First-Hand
Experience Gap with
Consulting Engineers**



Electrical Generating
Systems Association
PO Box 73206
Washington, DC 20056



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2025 FALL CONFERENCE

DISASTER RESILIENCE:
Onsite Power's Role in Preparation,
Relief and Recovery

OCTOBER 5-7 • Royal Pacific Resort • Orlando, FL

You're invited to the **EGSA 2025 Fall Conference**, the premier event for professionals in the onsite power industry. This must-attend gathering brings together manufacturers, distributors, engineers, technicians, and consultants for three days of high-impact education, networking, and industry insight.

This year's theme, **Disaster Resilience: On-Site Power's Role in Disaster Preparation, Relief, and Recovery**, highlights the essential role our industry plays in keeping critical infrastructure running during emergencies.

Through expert-led sessions, technical workshops, and exhibits, you'll gain the tools and knowledge to tackle today's challenges and prepare for tomorrow's demands.

Why attend the EGSA 2025 Fall Conference?

- **Learn** from experts on disaster readiness and emerging technologies
- **Connect** with industry leaders and potential business partners
- **Explore** the latest equipment and solutions in the exhibit hall
- **Stay current** on key technical and compliance topics

FEATURED KEYNOTE

Sponsored by  **GILLETTE
GENERATORS**



Dr. Michelle Rozen
"The Change Doctor"

*Don't miss your chance to
engage with the people,
products, and ideas shaping
the future of onsite power.*

REGISTER TODAY!

**EGSA members
save big on
registration—**

one of the most
valuable benefits
of membership.





2025 FALL ENGINEERING SYMPOSIUM

OCTOBER 5-7 • Royal Pacific Resort • Orlando, FL

What does your registration for the Engineering Symposium Include:

6 Educational Sessions on topics specific to Engineering professionals in the onsite power generation industry. Engineering Symposium sessions will offer CEUs.

- Networking with over 300 industry professionals!
- Exhibit Hall with 40 exhibiting companies.
- Breakfast and Lunch on Monday and Tuesday.
- Monday night Networking event.
- Tuesday Closing Party!

Registration is **FREE** exclusively for End Users, Facilities Managers, External MEPs/Consulting Engineers, and employees of organizations that are EGSA Consulting Specify Engineering Firm. To qualify, verification of professional credentials will be required (a \$2000 value).

Educational Sessions:

- Session # 1: IBC Wind Requirements for Critical Equipment
- Session #2: Enhancing Disaster Resilience with Onsite Power Generation Solutions
- Session #3: Power Generation Design Consideration for Datacenters
- Session #4: Economics of Generators and Standby Power Systems
- Session #5: Installation and Commissioning Requirements for Emergency Power Systems in Healthcare Environments
- Session #6: Introduction to Generator Set Sizing and Selection

An Invitation to Exhibit or Sponsor

The Electrical Generating Systems Association (EGSA) unites OEMs, distributors, dealers, contractors, integrators, design professionals, service and maintenance companies, and customers from the onsite power generation industry for networking and education.

We invite you to exhibit or sponsor at one of our Fall 2025 Conference. Whether you're looking to grow your brand, build relationships, or help drive the industry forward, EGSA is the place to be.

Conference Exhibit Opportunities

There's no better place to reach the focused audience of professionals dedicated to on-site power generation than the EGSA Conferences.

Increase your brand awareness and network with prospective customers while you showcase your equipment, products, and services and support the industry!

Sponsorship Opportunities

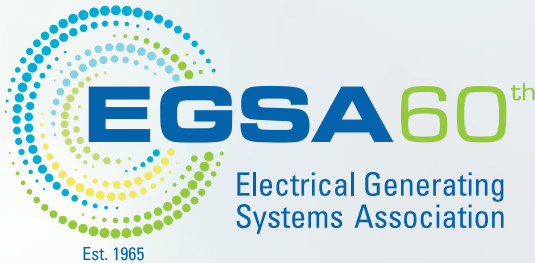
Sponsorship activities with EGSA offer several advantages, including increased visibility and networking opportunities within the power generation industry. Sponsors gain direct access to a highly specialized audience of manufacturers, distributors, and end-users, allowing them to showcase their products and services. Additionally, sponsors can stay informed about industry trends and innovations, positioning themselves as thought leaders in the market.

Contact info@egsa.org to learn more about our opportunities available for Fall 2025!

**Reserve
Your
Booth!**



Help Us Celebrate 60 Years!



This year marks a major milestone—EGSA is turning 60! Since 1965, the Electrical Generating Systems Association has been the heart of the onsite power industry, bringing together professionals, fostering innovation, and shaping the future of power generation.

We're collecting memories, reflections, and photos from across the years to highlight in upcoming issues of *Powerline Magazine*, on our website, and at our 60th Anniversary Celebration at the EGSA Fall Conference in Orlando.

Submit your stories and photos to help us honor EGSA's legacy and the people who shaped it. Old photos, scanned documents, and even a few sentences are all welcome!

Let's celebrate the power of connection, innovation, and community—60 years strong.



#EGSA60 #EGSAPower



October 16, 2025
Reston National Golf Course
Reston, Virginia

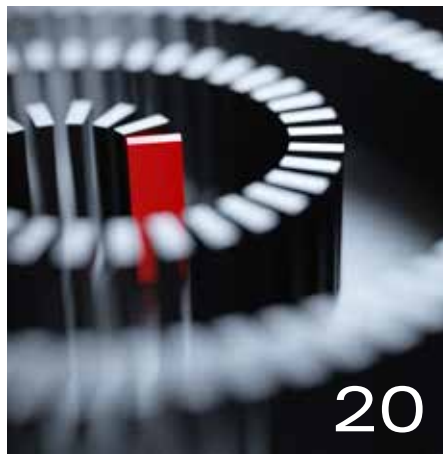
**REGISTRATION
OPEN!**

EGSA Inaugural Golf Mixer

EGSA is thrilled to announce our first-ever Power Play event. This exclusive event offers the perfect mix of **networking, fun, and fresh air with fellow industry professionals**. Extend the invite to your colleagues, customers, and partners so they can join the conversation and make new connections.

powerplay.egsa.org





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CALENDAR OF EVENTS

JULY

July 14-17

**EGSA Advanced School of
Onsite Power**

Milwaukee, WI

July 23-25

EGSA Load Bank Certification

Las Cruces, NM

AUGUST

August 18-21

**EGSA Advanced School of
Onsite Power**

Virtual

SEPTEMBER

September 8-10

**EGSA Basic School of
Onsite Power**

Nashville, TN

OCTOBER

October 5-7

EGSA Fall Conference

Orlando, FL

October 5-7

EGSA Engineering Symposium

Orlando, FL

October 16

**Power Play: EGSA Inaugural
Golf Mixer**

Reston, VA

NOVEMBER

November 10-12

**EGSA Basic School of
Onsite Power**

Virtual

DECEMBER

December 8-11

**EGSA Advanced School of
Onsite Power**

Virtual

2026
Calendar
Coming
Soon!

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Powerline is published four times per year on a quarterly basis. Articles and information submitted for publication should be forwarded to the attention of the Editor at the address above 30 days prior to publication. Technical articles and articles of general interest to the electrical generation industry are actively sought and encouraged. Powerline reserves the right to limit information appearing in its pages to that which, in its sole discretion, will reflect positively on EGSA and the industry which it serves. Throughout every issue of Powerline, trademark names are used. Rather than place a trademark symbol at every single such occurrence, we aver here that we are using the names in an editorial fashion only. EGSA has no intention of infringing on these trademarks.

Fueling the Future: Updates, Insights, and a Look Ahead

Welcome to the Summer 2025 edition of *Powerline Magazine*. Thank you to all our contributors for sharing their expertise, insights, and experiences. Each article in this issue reflects the strength, innovation, and diversity of our EGSA community.

What's Inside This Issue

This edition is packed with valuable content from our committees and members. The AI Task Force presents *AI at Work*, highlighting real-world applications of artificial intelligence across the industry. The Education Committee explores *EGSA's Legacy of Leadership and Future of Innovation*. The Engineering Subcommittee addresses the *First-Hand Experience Gap with Consulting Engineers*. Legal updates come from EGSA member Ogletree Deakins, offering guidance on today's evolving regulatory environment.

You'll also find two technical white papers authored by EGSA members. *6 Questions to Correctly Size a Generator* and *A Predictive Future: Remote Monitoring and AI in 2025* provide practical insights to support informed decision-making.

Fresh off his keynote at the 2025 Spring Conference, Sam Silverstein shares strategies for building a culture grounded in responsibility and accountability.

The Power of Participation

EGSA membership continues to grow. We are pleased to welcome our newest members. Your involvement brings fresh ideas, energy, and perspective to the association. In *More Than Membership*, the Membership Committee Chair, Scott Anderson, encourages active participation—through committee involvement, mentorship, and events—as the key to unlocking the full value of EGSA.

In this issue's Member Profile, get to know BLNCD and learn how they are leveraging their membership to stay connected and competitive in a changing industry.

Celebrating 60 Years of EGSA

As we celebrate EGSA's 60th Anniversary, we invite all members to share their stories, memories, and photos from across the decades. Whether it's a moment that made a lasting impact, a milestone project, or a meaningful industry relationship, your story is part of EGSA's legacy. Help us honor six decades of excellence by sharing yours.

This milestone year is also the perfect time to amplify your brand. Special conference sponsorships and exclusive *Powerline* advertising opportunities are available to help you stand out during our 60th Anniversary celebration. With increased visibility at the Fall Conference and in our most widely read publication, sponsoring and advertising allows your company to demonstrate leadership, celebrate your role in the industry, and align



Beth Helberg
Executive Director,
Membership Experience
Editor, *Powerline*
b.helberg@egsa.org

with one of EGSA's most significant moments. Don't miss the chance to connect with your audience when engagement is at its highest.

I'm excited to see everyone this October as we come together to celebrate 60 years of EGSA. It's going to be a memorable conference filled with recognition, connection, and reflection. ●



Expert insights and updates for power and energy professionals

Get exclusive updates, expert perspectives, and important industry announcements delivered straight to your inbox.

SIGN UP TODAY!



FROM THE TOP

A Message from EGSA's CEO



Mir M. Mustafa, JD
Chief Executive Officer
Electrical Generating
Systems Association

Turn! Turn! Turn!

"To everything, turn, turn, turn
There is a season, turn, turn, turn
And a time to every purpose under
heaven."

The Byrds – 1965

As Spring turns to Summer, we at EGSA have much to be grateful for and much yet to accomplish. EGSA, founded in 1965, is celebrating its 60th anniversary this year, and by many metrics 2024 was one of the most successful years in the history of our association. Our two annual conferences were hugely successful.

The 2024 Fall Conference focused on Artificial Intelligence and Onsite Power Generation, and the 2025 Spring Conference focused on Microgrid Resiliency. The feedback from conference attendees, for both events, was overwhelmingly positive with over 98% of the Spring post-conference survey respondents stating the event met or exceeded expectations.

We are now busily planning the 2025 Fall Conference which will be held in Orlando, FL from October 5 – 7. The theme of the conference will be *Disaster Resilience: Onsite Power's Role in Preparation, Relief, and Recovery*. We

hope that many of you will join us in Orlando for networking, education, and a fun celebration of the past 60 years.

Partnerships and Advocacy

In 2025 we launched the new Power Partner program this year for companies looking to demonstrate a higher level of support for EGSA and the on-site power generation industry. We are grateful for our inaugural **Power Partners ASCO by Schneider Electric** and **Gillette Generators** for their generous support and look forward to adding other large OEMs who have indicated to us they will also be joining later this year and in 2026.

While EGSA has a stellar reputation both nationally and internationally for the quality of its networking and educational offerings, a major piece of the pie has been historically missing. That piece is federal, local, and regulatory advocacy. This year we launched our new Government Affairs committee, with representatives from Caterpillar, Cummins, Generac, Rehlko, Schneider Electric, and ABB.

The committee has met several times and will continue meeting regularly to create a set of policy positions for our industry. With all that is happening in our nation's capital, the EGSA Board, Staff, and our large manufacturer members all understand the need to act with urgency. We will continue to add members to this committee and hope to plan a legislative fly-in event in 2026 where we bring our members to Washington, DC to meet with their elected representatives.

I would be remiss when mentioning our international reputation to not also point out the significant interest we've seen from other international trade associations with similar members and missions who have reached out to us

this year to explore partnership opportunities between their associations and ours.

We recently executed our first sister association agreement with JENDER, the new Turkish generator manufacturers association, and are working towards replicating this model with other international organizations. The purpose of the agreement with JENDER is to promote international trade, networking at joint conferences, advocacy, standardization, industry research, technician certification, educational offerings, and much more.

Education and Industry Development

As for educational offerings, EGSA is continuing to see enormous demand for our products. Requests for our training, education, and certification offerings from manufacturers, distributors and dealers are continuing to grow year-over-year. We have only scratched the surface when it comes to meeting the demand from end-users like data center operators, healthcare facilities, manufacturing facilities, the federal government, the armed services, and cities and municipalities.

We have expanded the educational offerings at our conferences and continue to update our Basic and Advanced Rowley Schools and our Apprenticeship, Journeyman, and Load Bank certifications. By the end of 2025, we hope to launch our new Engineering School and begin working on a new Sales School. We have also begun the herculean undertaking of updating and revising *Onsite Power Generation, A Comprehensive Guide to Onsite Power*, the EGSA reference book often referred to as the "industry bible." Our goal is to publish the book in print and digital formats early next year.

Community, Connection, and What's Next

Lastly, to promote networking and education at the regional and local level, we are thrilled to announce *Power Play*, our inaugural golf mixer taking place on Thursday, October 16, 2025, at the beautiful Reston National Golf Course in Reston, Virginia. The event is designed to offer the perfect mix of networking, fun, and fresh air with fellow industry professionals, and will be open to both members and non-members of all skill levels. It will feature 18 holes of golf, breakfast, lunch, drinks, and prizes. To learn more about the event, register your twosome or foursome, or for information on sponsoring please visit our website at www.EGSA.org.

EGSA has entered a new season of growth. In addition to all the above, we launched a new Powerline Weekly, expanded the EGSA Knowledge Hub, and have trained and educated more people than any time in EGSA's history. We have accomplished all this while continuing to grow EGSA's membership and financial strength. To support these activities, we hired three new staff last year and one more so far this year. In 2025, we are committed to building upon these successes for the benefit of our members and our industry.

This is a very exciting time for our association and industry. If you are not already involved, I encourage you to get involved. And if you are already involved, I encourage you to get more involved! As always, we are forever grateful for the opportunity to serve you. ●

WELCOME

To Our Newest EGSA Members!*

1st Class Generator Services

Accurate Power and Technology, Inc.

AlphaK Holdings

American Generator Service, LLC

BLNCD Engineering

Bluedoor Industries

BorgWarner

CDTi Advanced Materials Inc.

CMTA

Contemporary Recruiting LLC

Db Sales Company

ES West Coast LLC - Energy Systems

Excellerate, a Division of FTI.

EXIM - Export-Import Bank of the United States

FEV North America, Inc.

Fleming Controls and Power Specialties

Foundation for Resilient Societies

Generator Systems LLC

Gibbs Electric LLC

Herc Rentals

Insula Electric

JENDER

Lightning Unlimited, Inc.

Mainspring Energy

Mario Power Generator Service

McKim & Creed

Mid-America Engine, Inc.

Modasa

Moon River Equity

Nixon Power

OSP

RCP Controls, Inc.

Red Iron Group

Ripple Equity Partners LLC

Select Energy LLC

SRCOSMOS

State University of New York at Cobleskill SUNY Co

Sun Haven Partners, LLC

Sundance Equipment Sales, LLC

Superior Plus Propane

Switch

Sync-Power Services, Inc.

The Blackfin Group

Visa s.p.a.

Warren Equity Partners

If you don't see your organization's name, contact us at info@egsa.org to find out more about membership and how you can be in the next *Powerline*!

**as of 6/24/25*

EGSA's Legacy of Leadership and Future of Innovation



Raymond Perrier, Ph.D.
EGSA Education
Director
r.perrier@EGSA.org



Tom Wein
EGSA, Executive
Director of Education
t.wein@EGSA.org

When I was asked to write an article for EGSA's 60th anniversary, I wasn't entirely sure how to connect EGSA's legacy with its evolving vision for the future. I knew where we were going, and I had a good sense of where we started—but the journey between those points required more research and reflection. What I did know for sure from hearing stories and anecdotes over the years is that EGSA began offering education *because no*

one else was doing it for this industry, and what I knew from my experience is that we ended up becoming the industry leader for EPSS education nationwide—there is a clear motivation for why we got started with education and an even stronger result. Now, all I needed to do was figure out how we got there and where we were headed next!

Let's start from the beginning—the first milestone of education for EGSA. A the organization grew through conferences and committees and soon a realization took hold of some key members: people here have knowledge that could and should be shared. The big 5 OEMs were already providing training on their systems, and some key members had the bright idea of offering education at the EGSA conferences to provide a brand agnostic option as well. And so, EGSA's conference education sessions were officially born. This marked the first major milestone in EGSA's journey to becoming the premier training provider for Emergency Power Supply Systems (EPSS)—not just in the nation, but potentially the world. And it followed a very simple piece of wisdom—see a need, fill a need.

The second milestone built on the success of the conference and is what I like to call a trifecta of brilliance: launch a series of highly specialized and comprehensive schools, publish a textbook, and create the first industry certification. The most sensible and natural way for education to evolve. I'm talking of course about the Rowley Schools, the Onsite Power Generation reference book, and the development of EGSA's Apprentice and Journeyman certifications. The success of these initiatives solidified EGSA's foundation for shaping the educational standards for the EPSS industry.

The Rowley Schools, named for our pioneering first Director of Education, George Rowley, marked EGSA's first step into structured, non-conference-based training. This was soon followed by our attempt to literally write the book on EPSS technology—an effort that continues to guide professionals across the industry. And of course, a textbook begs the question—why not create the test? And that's exactly what we did with the launch of the industry's first and only certification system focused solely on EPSS services, management, and engineering. From there, the floodgates opened.

A Timeline of Milestones in EGSA Education

- **2001** – Launch of the Rowley Schools
- **2002** – First printing of the Onsite Power Generation Reference Book
- **2005** – Launch of the Apprentice and Journeyman Certifications
- **2017** – Introduction of the Load Bank Certification Course
- **2022** – Virtual Rowley Schools
- **2024** – Launch of EGSA Prep+ (Certification Prep Seminars)
- **2024** – Launch the first ever Custom Training Initiatives
- **2024** – Inaugural Engineering Symposiums

What began in small conference rooms has grown into a successful ecosystem of training programs, certifications, and publications dedicated to onsite power awareness, safety, and education. These initiatives form the foundation of EGSA's current role as the educational leader for our industry—and because of that legacy,

we are more equipped than ever to meet the needs of the industry as the premier provider of EPSS workforce development strategies and education.

Strategic Growth and Workforce Development

With a strong foundation comes a promising future, and several key factors have positioned EGSA for its next chapter. After tackling the need to introduce newcomers to EPSS fundamentals and give some direction for more advanced upskilling (i.e. the Rowley Schools). EGSA's Education Committee committed itself to maintaining and updating our nationally recognized certifications and creating five editions of the *Onsite Power Generation* reference book.

Next up? Create the first ever load bank certification (2017) and develop two new tracks focused on engineering education, followed by expanded offerings in sales training that is specifically designed for our industry (2025-2026). As a result of the education committees hardwork, EGSA supports two of these three primary professional education tracks today: maintenance/service technicians and engineering. And we are committed to continuing our service to the industry by refining and expanding these tracks to meet evolving workforce needs in the coming years.

This evolution reflects our broader mission: moving from being a provider of training to a strategic **workforce development partner**. We hear consistently from members about the challenges of hiring skilled professionals—whether it's a sales manager with experience in generator sizing or a technician ready to work on-site at a hospital. We're here to close that gap with proven, industry-specific solutions.

Customized Training: The Next Frontier

To that effect, in 2024 EGSA launched its custom training initiative—our first major step toward tailored workforce development solutions. Led by Tom Wein, Executive Director of Education, these programs bring EGSA directly to members' facilities with customized training solutions tailored to your specific needs. Whether you need to certify new technicians in Load Bank operations, while also teaching them some advanced troubleshooting techniques—or you need to train both a sales and service teams simultaneously on basic generator theory and specialized components like governors—EGSA is your partner.

This personalized approach allows us to better understand and respond to your workforce challenges. It provides real-time insight into the skill gaps you're facing, enabling us to deliver scalable, proactive solutions before your business feels the strain of broadening skill gaps. Our goal is to ensure that our training services to EGSA's members is evolving alongside of you. We want to continue developing new and improved training programs that are as effective as the Rowley Schools and Load Bank Certification School have been.

What's Next for EGSA Education

Looking forward, we are making targeted investments in new programs and delivery methods. The Education Committee is actively developing educational tracks that go beyond our traditional focus, including:

- Enhanced online learning technology
- Updated content for the Rowley Schools

- New publications like EGSA's first *course catalog*, which will be available at the Fall 2025 Conference in Orlando, FL
- New engineering symposium topics – 12+ total

EGSA has a lot to give to its community over the next few years, and our vision is simple: **to equip you not just for today's challenges, but for tomorrow's opportunities.**

How You Can Help Shape the Future of EGSA Education

Here's how you can take part in building the future of our industry:

- **Attend our conferences** – Participate in education sessions and Engineering Symposiums.
- **Present a session** – Share your expertise and elevate industry knowledge.
- **Host a Rowley School** – We partner with dozens of members annually to deliver training at their locations.
- **Certify your technicians** – Strengthen industry standards through certification.
- **Collaborate with us** – Connect with the EGSA education team to discuss your workforce development goals.

Together, we can continue to bring value by providing elite educational resources to our members and the industry. ●

Confronting the First-Hand Experience Gap with Consulting Engineers



Joe Kendall

Chair, Engineering Sub-Committee
Schneider Electric

For the past two years, I have worked for Consulting Services at Schneider Electric, a registered engineering firm specializing in power system protection, automation, controls, and studies. We worked closely with end-users in helping them optimize and maintain their facilities. I didn't realize it at the time but being that close to the customer gave me a perspective that traditional consulting engineers sometimes lacked. I am fortunate enough to have years of first-hand experience in the field, in the office, and on the front lines of a sales force.

My firsthand experience with the commercial sales process, as well as directly supporting end-users, provided insight that I was delighted to share with a few dozen consulting engineers when I presented at the first-ever EGSA Engineering Symposium during the 2024 Spring Conference in Miami. It occurred to me that most of those engineers primarily worked for MEP (mechanical, electrical, plumbing) design firms. They are not always privy to what goes on during the commercial process, nor do they delve into the technical par-

ticulars of how each piece of equipment operates.

These engineers face the daunting undertaking of spearheading large-scale project design. They are tasked with keeping specifications and drawing packages clean and consistent, and they accept full accountability by signing and sealing their plans for AHJ (authorities having jurisdiction) review. It is not fair to expect that engineers be technical specialists for every facet of a large project. In the medical world, no reasonable person would depend on a primary care physician for treating every ailment their patient may exhibit. Instead, they write a referral and hand their patient off to a specialist, responsibility included. Electrical engineers do not have that luxury in the eyes of their clients, whether that be an architectural firm, a contractor, or an owner. If anything, they are already seen as specialists since they are electrical engineers.

That means that they should have a comprehensive understanding of every control circuit in every piece of electrical equipment involved in a project, right? Sarcasm aside, it is undisputed that electrical engineers are widely perceived to be at the upper echelon among all engineering disciplines. How do electrical engineers cope with these high expectations to comprehensively understand everything pertaining to electrical?

I have some words of comfort for consulting engineers who are tasked with electrical design. **It is okay not to know everything.** Only in rare instances do electrical engineers focus on just one aspect of a project, and when they do, it forces them to take their minds off the forest to focus on

the trees. This is not a desirable tactic, especially on large projects. Engineers of record, the ones who sign and seal plans and take ownership of a design, need to keep the bulk of their attention on the big picture and understand a project from the top down. They need not go so far into the weeds that they begin missing obvious details. The more time they spend at the "nuts and bolts" level, the less time they have to devote to ensuring the design plans are clear and comprehensible. So then, what can consulting engineers do to avoid unnecessarily going down a rabbit hole?

It can be tempting for design engineers, especially those fresh out of college, to lean on using the internet to gain an understanding of standard design practices. They are used to being on their own reading textbooks and completing solitary online coursework. The problem with this is that, even in the age of artificial intelligence, there is simply no replacement for checking with a person who has "done this before."

It is okay for consulting engineers to consult real industry subject matter experts. In fact, it is greatly encouraged. These SME's are often standing by, able and willing to provide guidance when needed. They hate to see consulting engineers spin their wheels delving into technical details without so much as a helping hand. Unfortunately, many engineers shy away from consulting with industry experts, not because they are unaware that they exist. Rather, because they know they exist. These engineers fear that their specifications will get hijacked by a dealer or manufacturer. This paranoia isn't completely unfounded – subject mat-

ter experts are frequently employed by businesses in the trade to help engineers with their plans and specs, and yes, they do hope to have some influence. However, there is often an industry consensus on the "right way to do it" that is irrespective of the manufacturer. Although there may also be a few "bad apples" in the industry who are willing to skew engineers' specs in their favor by any means necessary, by and large, most SME's just want to help as a good faith gesture.

The thing that attracted me most to EGSA is its commitment to vendor-agnostic training. Countless technicians across the major generator dealer networks have benefited greatly from learning face-to-face and virtually with EGSA's experienced professionals. Having taken the "Advanced On-Site Power Generation Systems" course in Charlotte, I began to wonder what could be done to get consulting engineers to come out to our future Engineering Symposiums in a fashion like that of how technicians attended the Basic and Advanced schools.

The most difficult hurdle to overcome is that engineers are busy salaried employees who often must maintain a utilization percentage – the percent of their time spent on billable activity. Since training is not billable, engineers have to choose between taking training while off work or taking the hit to their utilization percentage. While it may be infeasible to have a week-long engineering training course, it is fairly common for engineering firms to allow their employees to pursue professional development hours since they are required in most states to maintain P.E. licensure. During trade conferences, it is not unprecedented

to have several one-hour training sessions directed toward professional engineers. In fact, it is common.

EGSA is now offering free membership for engineering firms and free Engineering Symposium registration for consulting engineers. Beyond the Symposium, the EGSA Engineering Subcommittee is also working on creating a catalog of educational courses that consulting engineers can access throughout the year via both in-person and online offerings.

In closing, I am proud to lead a talented and diverse learning development team that is specifically geared toward educating consulting engineers on important topics in the industry. We are looking forward to the next EGSA Engineering Symposium during the 2025 Fall Conference in Orlando, FL, October 5-7, and hope to see you there! ●



**Thank you to our
2025 Power Partners!**

ASCO Power Technologies™

Life Is On | **Schneider** Electric

 **GILLETTE
GENERATORS**

MEMBERSHIP

More Than Membership: The Power of Participation in EGSA



Scott Anderson
Chair, Membership
Committee
Semler Industries

As the EGSA Membership Chair, I want to remind you that EGSA is **more than just an association**—it's a community. A community of individuals and organizations working together to improve the world's critical power solutions. This spirit of cooperation is at the heart of everything we do.

You might be thinking, "I already know that." Fair enough, but as you read through this issue of *Powerline* (and previous or future ones), I invite you to reflect on how much is happening across EGSA for you, our members. From advancements in education to new networking opportunities and member-driven initiatives, your association is evolving thanks to the voices and efforts of engaged members like you.

EGSA is listening. We're improving and expanding our educational programs, launching fresh resources like the *Powerline Weekly* newsletter, and embracing innovation across the board. These efforts are driven by dedicated staff and passionate volunteers, **people just like you**, who see the value in being active contributors to the organization.

Getting involved is the key to getting the most out of your membership. In the last *Powerline* issue, EGSA Board Chair Dan Barbersek encouraged members to "go beyond simply attending events" by joining committees, connecting with peers, and sharing their perspectives. Executive Director of Education, Tom Wein, echoed that sentiment by highlighting the unique culture of volunteerism that fuels EGSA's collaborative spirit.

Members are the lifeblood of our association, and growing our mem-

bership is essential to offering even more value to you and others in the industry. One of the most powerful tools we have for growth is word-of-mouth. When you talk about EGSA with your colleagues, partners, and customers, you help build awareness and credibility in ways that no marketing campaign can match. A personal recommendation from an engaged member carries real weight. So, share this publication, invite someone to an event, or simply tell a peer why you're a member.

As we celebrate EGSA's 60th anniversary this year, there's no better time to reflect on how far we've come—and where we're headed. This milestone is not just about honoring the past, but also about shaping the future of our industry together. **Your participation, ideas, and enthusiasm are what will drive the next 60 years of progress.**

The 2025 EGSA Fall Conference is a perfect opportunity to engage in person, build relationships, and experience the full value of membership. But don't wait until October! Your input, ideas, and participation matter year-round. I encourage you to reach out, get involved, and let us know what makes EGSA valuable to you and your organization.

Let's continue building this community – together. ●

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LEGAL NEWS & UPDATES

Understanding Federal OSHA & Compliance During Disasters



Karen F. Tynan
Shareholder, EGSA Member
Ogletree Deakins



Robert C. Rodriguez
Shareholder, EGSA Member
Ogletree Deakins

In the realm of workplace safety, Federal Occupational Safety and Health Administration (OSHA) plays a pivotal role in setting and enforcing standards to ensure safe and healthful working conditions during emergencies. Importantly, OSHA regulations require Emergency Action Plans (EAPs), which are essential for disaster preparedness and resiliency.

Regulatory Requirements for Emergency Action Plans

OSHA's regulations for Emergency Action Plans (EAP) are outlined in CFR 1910.38. These regulations mandate that employers develop and implement an EAP to protect employees during workplace emergencies. Un-

der the regulation and Federal OSHA opinion letters, emergency situations include events like natural disasters, fires, floods, hurricanes, civil disturbances, and workplace violence.

Key elements that should be included in the EAP are:

- 1. Procedures for Reporting Emergencies:** The plan must specify the preferred means of reporting fires and other emergencies, such as dialing 911 or using an internal emergency number. This should be customized for each employer and their worksite. Remote work locations may have different reporting mechanisms than urban areas.
- 2. Evacuation Procedures and Emergency Escape Routes:** The EAP should detail the evacuation procedures, including the type of evacuation and exit route assignments. It should also identify safe areas where employees should assemble after evacuating.
- 3. Procedures for Employees Who Remain to Operate Critical Plant Operations:** In some cases, certain employees may be required to remain behind to shut down critical plant operations before evacuating. The EAP should outline these procedures and identify the personnel responsible for these tasks. The safety of those employees should be addressed with the use of engineering controls, administrative controls, and personal protective equipment that enables any of these workers to continue with critical plant operations during emergencies.
- 4. Accounting for All Employees After Evacuation:** The plan should include a method for accounting for all employees after an evacuation to ensure everyone has safely exited the premises.

5. Rescue and Medical Duties: If there are employees designated to perform rescue or medical duties, the EAP must specify their roles and responsibilities.

6. Contact Information for Key Personnel: The plan should provide the names and contact information of individuals who can be contacted for further information or clarification about the EAP.

7. Alarm System: Under the EAP regulation, employers must have and maintain an employee alarm system.

8. Training and Review: As part of the EAP, employers are required to train employees on the plan. Effective training, including drills, differ from employer to employer depending on the type of work and particular worksite. The EAP must be reviewed with each employee covered by the plan, and the employer must review the plan with employees whenever the plan is changed.

Best Practices

Taking the time to prepare before disaster strikes is imperative. Here is a short list of action items for employers:

- Federal OSHA has a handy online tool for employers that helps to identify risks and resolve hazards in a compliant and effective way.
- Employers can perform an annual EAP audit looking for changed conditions, new hazards, and updates procedures and resources.
- Test your alarm system to ensure that your notification method for employees is working properly.
- Regular training and drills on the EAP are critical to a fully implemented plan. Drills provide an opportunity to identify any weaknesses in the plan and to adjust and improve the EAP. ●

BASIC SCHOOL

New to the emergency power industry—or need a refresher? EGSA's **Basic School** is the ideal program for entry-level professionals and seasoned personnel looking for a refresher course on emergency power supply systems (EPSS).

In this foundational course, you'll:

- **Identify** the basic systems of an EPSS and understand their role and function
- **Learn** the key codes and standards essential for managing and maintaining emergency power systems
- **Grasp** basic power theory and how it applies specifically to prime movers to include diesel, gaseous, renewable energy sources, and fuel systems

2025 BASIC SCHOOL SCHEDULE

September 8-10 | Nashville, TN
November 10-12 | Virtual

- **Grasp** electrical theory and application of major components to include voltage regulators (AVR), transfer switches (ATS), governors, and other control components
- **Understand** the bid, spec, and sizing processes and procedures

You'll also explore load bank fundamentals, instrumentation, and controls—giving you a well-rounded introduction to generator systems theory and application. Whether you're in sales, service, administration, marketing, or management, this course delivers the core knowledge you need to grow in your role and in the industry. Take the first step toward industry expertise—enroll today and empower your future!

We Can Come To You!

Looking for a cost effective way to get all of your staff up to speed on power generation all at once? Need to introduce basic principles of on-site power to your team? EGSA will work with you to provide the most appropriate training for your team at your facility or virtually.

Customize your school by selecting from the 23 Basic and/or Advanced school modules for your core program. Contact education@egsa.org for more information.

ADVANCED SCHOOL

EGSA's **Advanced School** is built for experienced emergency power supply system (EPSS) professionals who are ready to deepen their understanding of generator systems and take their careers to the next level. In this advanced-level training, you'll go beyond the basics and explore complex systems including alternators, governors, communication networks, fault protection scenarios, paralleling, emissions, and advanced switchgear applications.

Whether you're a service manager, experienced technician, or industry leader, this course delivers the technical edge and confidence you need to lead, troubleshoot, and innovate in the field.

2025 ADVANCED SCHOOL SCHEDULE

July 14-17 | Milwaukee, WI
August 18-21 | Virtual
December 8-11 | Virtual

What You'll Learn:

- Advanced generator components: alternators, governors, AVRs, and communications
- Detect and differentiate electrical faults like overcurrent events and ground faults
- Understand generator paralleling theory and workflow best practices
- Distinguish between low and medium voltage equipment and safety associated with each type
- Grasp key differences in various types of switchgear including paralleling, closed transition, isolation bypass, and standard equipment

LOAD BANK CERTIFICATION

EGSA's Load Bank Certification is a 2.5-day course which includes classroom and hands-on training sessions. This school is designed specifically for experienced technicians looking to increase their knowledge and abilities. The school concludes with EGSA's Load Bank Certification test.

2025 LOAD BANK CERTIFICATION SCHEDULE

July 23 – 25 | Las Cruces, NM

Load Bank Certification Modules

- Safety protocols
- Deciphering nameplate ratings of generators
- Different types of load tests
- Connections
- Testing requirements of the local authority having jurisdiction (AHJ)
- Applying the appropriate loads for the test required
- Gathering/calculating/documenting load test parameters and results
- Site and environmental conditions
- Potential problems/corrective actions



Please visit egsa.org/education for additional details on the program.

AI at Work: Real Use Cases for Industry Professionals



Jake Stratton
EGSA, Director of
Technology and A.I.

In the ever-evolving world of on-site power, new technologies are changing the way work is done; artificial intelligence is no exception. While much of the public conversation has focused on futuristic use cases or enterprise-level adoption, it's also happening at a more personal level: in the day-to-day workflows of individuals across the industry who already use AI tools to communicate better, think faster, and get more done.

This new *Powerline* series highlights how people in different roles—executives, engineers, sales leaders, and more—are leveraging AI to enhance their work. These tools are no longer just tech trends; they're practical, accessible, and surprisingly easy to use. Whether crafting better emails, analysing complex information, or simply getting a head start on a new idea, AI is becoming the digital assistant many of us didn't know we needed.

In this issue, we begin the series with two firsthand accounts: a CEO who's found a new rhythm for clear and compassionate communication, and a VP of Sales and Marketing using AI to build a smarter, living sales playbook. Their stories offer a glimpse into how AI is reshaping work.

Becki Salmon is the CEO of Hardin Industries, a company specializing in packaging and integrating power generation systems.

As CEO, communication is a critical part of my job—whether that's to our customers, board, or employees. Sometimes it's a formal message, sometimes it's a sensitive topic. I used to spend an hour and a half carefully crafting the perfect message. Now, that same communication might take five minutes. We're a smaller company, and I don't have the luxury of handing off communications like I did earlier in my career when I had an admin assistant. With today's tools, I can get that same kind of support—instantly.

I use both Microsoft Copilot and ChatGPT. I've got a subscription to ChatGPT, and that's the one I turn to the most—it's just easier to use. I'll start a message there, then copy it into my email, and sometimes I'll run it through Copilot to clean it up or tweak the tone. Copilot is helpful because it's secure and tied to my Microsoft environment, but honestly, it's just not as intuitive as ChatGPT.

If I need to write an email to my production staff about a reorganization—say I'm moving three positions—I'll open ChatGPT and type something like:

"Create an email to announce these three position changes, highlighting these three reasons, in an eighth grade reading level." Sometimes I'll ask it to rewrite it in a more informal tone, or to review and revise it. I work with a lot of people who are incredibly skilled but not necessarily strong readers—some haven't graduated high school—so being able to adjust the tone and reading level makes a big difference. It makes people more comfortable and helps them absorb the information better.

ChatGPT easily saves me two to three hours a week—sometimes more depending on what I'm working on. It's especially helpful when I'm writing things like quarterly reports or emails about industry-specific topics, like tariffs or insurance updates.

From day one, it was a game changer. A few years back, I went to a conference where the speaker asked the room—mostly people over 50—"How many of you are using AI every day?" Nobody raised their hand. They told us if we weren't using it yet, we were already behind. I went home and started using it the next day. Now, I use it all the time—even in my personal life. It's like having that assistant again.

It's not just about saving time—it's about writing better and communicating more effectively. And I'll tell anyone who's hesitant: you must keep learning. The tools are here. They're easy to use. And if you don't use them, you're going to get left behind.

Andrew Knox is VP of Sales and Marketing at MSI Data, a company that makes field service management solutions.

As a leader I continuously look for ways to improve and provide value for my team. There are many areas to focus on as a leader of several functions, but each deserves time and energy - both are a luxury these days. Recently, we have been looking at areas to improve our sales process for our outbound Account Executives.

I recently joined an executive group where we collaborate, share best practices, and learn from each other to continue to grow and support our teams and greater organizations. One area that came up that was new to me was the idea of a "Sales Playbook" - something I'd never heard or seen before. Many others within

this group were familiar with this idea and shared that if I want to improve our sales knowledge, process, results diving into this is a good way to ensure everyone understands the required information that I would want them to know. As I'd never had this before, I was asking for examples, but realized that different leaders, organizations, verticals, and offerings are just that - they are different, and not like ours.

So, I turned to AI to help me get started with a broader view of this idea of a "Sales Playbook".

I first turned to Perplexity.ai, an AI engine where you can put queries, questions, and topics in and get answers and ideas that include research and sources to support the response. Over the last year or so, I have leveraged Perplexity.ai for many different things, many of which help me with research, get started on projects, or simply make sure my communications are on point.

The prompt I used to get this started was "What is a sales playbook for account executives". I needed to start broad to get as many sources and pieces of information to make sure that I understood how broad or narrow this piece of content needed to be. What came back was a mas-

sive list of things that made me realize this project would be a bit bigger than I anticipated. The results of this came back starting with the basics, such as "Company Overview" which dives into the Mission Statement, Vision Statement, Core Values, etc., and went all the way into as deep as "Call Scripts" that got granular by persona and vertical and value point - it was a lot.

I iterated on this with more information on each section, because again the initial result was broad, but super helpful to get started and lay out a framework. I would dig into exactly what per section is needed to make it complete and valuable - something someone would actually want to read and consume. This went over and over for several "double clicks" as I call going deeper into a topic or section of this piece.

Full disclosure, this document is not done yet and is about 3 weeks into the making. I have gotten to an initial draft of several sections, received feedback from peers and executives and then gone back to continue to iterate.

There is much yet to go, but I will say that I also learned of another tool, Gamma.ai, that has helped take my framework and notes per section and

put into a very nicely formatted presentable document within minutes. Once I get each section done, I plan to build this into a final document that will be leveraged moving forward.

I have also learned this specific project of a "Sales Playbook" is never complete, it's a living and breathing document because as the markets change, the buyers expectations change, and our offerings change - the work is never done and should be reviewed quarterly or bi-annually to continue to be accurate and valuable.

Wish me luck!

As this series continues, we'll showcase more voices from across the onsite power industry—highlighting how individuals at every level are integrating AI into their daily work. Do you have a story to share? We're looking for real-world examples of how AI is helping people in our industry solve problems, save time, and work smarter. If you'd like to be featured in a future issue, contact Jake Stratton at j.stratton@egsa.org. We'd love to hear how AI is showing up in your day-to-day. ●

EGSA Job Bank Guidelines

- **Free Job Postings for Members:** EGSA Member companies can advertise job openings in the Job Bank at no cost, limited to positions within their own firms.
- **Non-Members and Third-Party Firms:** A \$300 fee applies for job postings by non-member companies or industry employment services.
- **Additional Options:** Blind box ads (using the EGSA Job Bank address) are available upon request, and company logos can be included for an extra fee.
- **Posting Details:** Ads are limited to ~50 words.

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**EGSA reserves the right to refuse any advertisements.*



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CULTIVATING A CULTURE

The Accountable Leader: Cultivating a Culture Built on Accountability



Sam Silverstein
*The Accountability
Institute™*

In the contemporary workplace landscape, the accountable leader stands out as a beacon of accountability, driving positive change and nurturing a thriving workplace culture. This article will delve into the actionable steps that an accountable leader can take to not only meet their commitments but also inspire their teams to do the same. With a focus on accountability, these leaders transform workplaces into environments where values are upheld, trust is paramount, and individuals are encouraged to reach their highest potential.

1. Lead by Example: Demonstrating Accountability from the Top

Accountable leaders understand the power of leading by example. They know that their actions set the tone for the entire organization. To foster accountability, they take the following steps:

- **Consistency in Actions:** Accountable leaders consistently align their decisions and behaviors with the organization's values. They ensure that their actions reflect the standards they expect from their teams.
- **Transparency in Decision-Making:** They communicate openly about the rationale behind their decisions, promoting transparency and trust within the organization.
- **Ownership of Mistakes:** Accountable leaders readily admit when they make mistakes, emphasizing that accountability is about taking accountability for both successes and failures.

2. Setting Clear Expectations: Establishing a Framework for Accountability

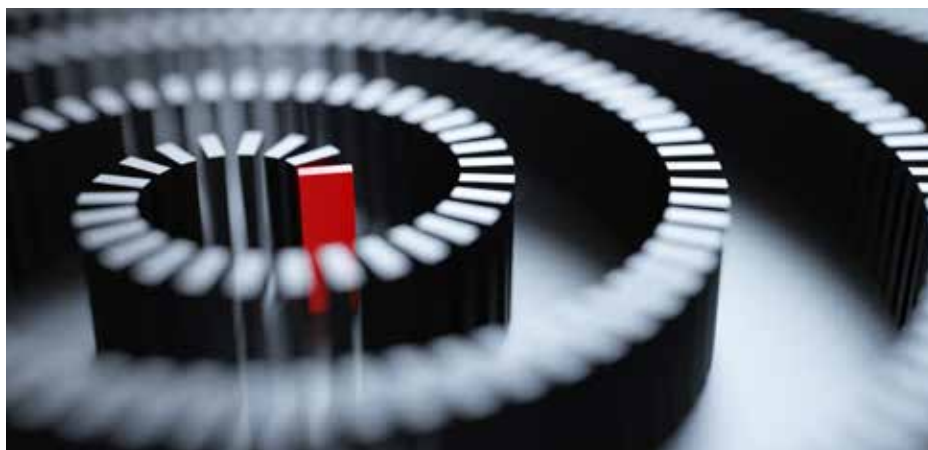
Accountable leaders recognize that clear expectations are the foundation of accountability. They take proactive measures to set the stage for accountability:

- **Define Roles and Responsibilities:** Leaders articulate the roles and responsibilities of each team member, ensuring that everyone understands their part in achieving the organization's goals.
- **Establish Clear Goals:** They create specific, measurable, and time-bound objectives, providing a roadmap for success and accountability.
- **Regularly Review Progress:** Accountable leaders schedule regular check-ins to review progress and address any challenges, keeping the team on track.

3. Empower Employees: Fostering Ownership and Autonomy

Empowerment is a key driver of accountability within a team. Accountable leaders empower their employees by:

- **Delegating Authority:** They delegate authority and accountability, allowing team members to make decisions and take accountability of their work.
- **Encouraging Initiative:** Accountable leaders promote a culture where employees feel encouraged to take initiative, innovate, and bring forward new ideas.
- **Providing Necessary Resources:** Leaders ensure that their teams have the resources, training, and support required to excel in their roles.



4. Provide Ongoing Feedback: Nurturing Growth through Constructive Feedback

Feedback is a catalyst for personal and professional growth. Accountable leaders prioritize feedback by:

- **Regular Check-ins:** They conduct regular one-on-one meetings to provide feedback, discuss progress, and address any concerns or challenges.
- **Constructive Criticism:** Accountable leaders offer constructive criticism that focuses on improvement and growth rather than blame.
- **Recognition and Appreciation:** They also take the time to acknowledge and appreciate their team's efforts and achievements, reinforcing a culture of accountability.

5. Encourage Open Communication: A Foundation for Accountability

Open and honest communication is essential in fostering accountability. Accountable leaders cultivate a culture of communication by:

- **Active Listening:** They actively listen to their team members, valuing their input and ideas.
- **Feedback Channels:** Leaders create channels for anonymous feedback, ensuring that employees feel safe to voice their concerns.

- **Problem-Solving Together:** Accountable leaders involve their teams in problem-solving and decision-making processes, promoting collective accountability.

6. Measure Progress: Tracking Accountability

Measuring progress is crucial in holding both individuals and the organization accountable. Accountable leaders take steps to:

- **Use Key Performance Indicators (KPIs):** They establish KPIs that align with organizational goals and regularly assess progress toward them.
- **Performance Reviews:** Leaders conduct performance reviews that focus on accountability and areas for improvement.
- **Celebrate Achievements:** Accountable leaders celebrate not only individual accomplishments but also team achievements, reinforcing the importance of accountability.

7. Support Diversity, Equity, and Inclusion (DEI): Inclusive Accountability

In today's diverse workplace, accountable leaders play a vital role in promoting diversity, equity, and inclusion. They do so by:

- **Creating Inclusive Policies:** Leaders implement policies that promote diversity and ensure equal opportunities for all employees.
- **Training and Education:** They provide diversity training to raise awareness and foster an inclusive environment.
- **Accountability for Inclusivity:** Accountable leaders hold themselves and their teams accountable for fostering a diverse and inclusive workplace.

The accountable leader is the driving force behind a workplace culture built on accountability, trust, and growth. By taking these actionable steps, they not only fulfill their commitments but also inspire their teams to do the same. Accountability becomes a shared value that permeates every aspect of the organization, leading to increased engagement, improved performance, and a workplace that thrives on accountability. An accountable leader transforms the workplace, making it a better, more productive, and harmonious environment for all.

About the Author:

Sam Silverstein is a globally recognized authority on accountability and leadership, committed to helping individuals and organizations achieve exceptional success. As the founder of The Accountability Institute™, he works with leaders to build stronger accountability and cultivate impactful organizational cultures. The author of 12 books, including *The Accountability Advantage* and *Non-Negotiable*, Sam has been named one of the World's Top Organizational Culture Professionals by Global Gurus. A former executive and business owner, he now partners with companies, government agencies, and entrepreneurs worldwide to enhance engagement, productivity, and growth through transformative leadership practices. ●

VETERANS TASK FORCE

Disaster Resilience: Bringing Mission Ready to Main Street – Military Experience Pays Off



Major General Sean T. Collins
*Chair, Veterans Task Force,
EGSA Member,
Governors America Corp.*

Veterans bring unique insight into crisis situations, acquired through the very nature of their service in uniform. The **National Guard** motto “Always ready, always there” is exactly why the National Guard citizen-soldiers, and veterans of military service, are a perfect fit in the power generation world supporting Main Street.

Mission Ready For Main Street

Planning for potential disasters and ensuring a good outcome after a disaster are skills Veterans bring to making Main Street mission ready. Military training teaches soldiers to be resilient, to assess, to plan, and to work as part of a team. They train for all types of potential situations, allowing them to respond effectively to an actual crisis.

Planning Main Street for tornados, hurricanes, floods, ice storms, blizzards, and other emergencies makes effective use of that training, although they are fighting Mother Nature. “We train as we fight with a keen sense of anticipatory planning with logistics, actual war gaming,” says Sean Collins, President and

CEO of **Governors America Corp**, and Maj. Gen., Commander of Air Force Medical Command.

Veterans bring a crucial focus on mission and integrity to any job, making their involvement in disaster planning and crisis management key to a good outcome for Main Street. The focus translates directly into integrity – the feeling that customers can trust both the outcome and the people responsible for it.



Kenny Rhee

When a tornado struck his community, Kenny Rhee, Power Systems Engineer at **Davidson Sales**, and former Marine Corporal didn’t hesitate; he knew his mission was to restore power safely and quickly. “The city’s emergency management team, neighbors, and I came together to assess the situation and began cleanup. The moment really hit home when I saw the genuine relief and gratitude from neighbors. That experience solidified how important our roles are, not just in planning and logistics, but in showing up when people need it most.”

Providing A Can-Do Attitude Keeps The Lights On

These veterans bring a powerful sense of mission to everything they

“In the military, there were no breaks, no clocking out, and no ‘that’s not my job’ mentality.”

do. As Kenny Rhee says, “In the military, there were no breaks, no clocking out, and no ‘that’s not my job’ mentality.” When equipment goes down it is not just a mechanical problem; it is a mission-critical issue. “That level of support and accountability is something I’ve carried with me from my time in the Marines, and I bring it to every job I take on.”



Matthew Erickson

Matthew Erickson, Power Rental Division Manager for **Entech Sales and Service**, and previously Nuclear Electricians Mate aboard the USS Ohio SSGN 726 reflects, “Reflecting on my time in the service, a few core principles come to mind: preparation, knowledge of one’s role, and decisive action. It’s interesting how deeply these tenets become ingrained. It’s often not until after leaving the military that one fully appreciates how profoundly these



Tony Crandall

experiences shape one's character and approach to life."

Tony Crandall, National Sales Manager, of **Stored Energy Systems** and Air Force Technical Sergeant veteran, shares "My time in the Air Force not only gave me a trade and a skill set that has become a lifelong career path, but it also set a grounded and centered foundation of internal stability me for to overcome the obstacles that the rest of life has presented. It is hard for me to imagine what this life journey would have been like had I not made the decision to join the Air Force. "

Tony continues, "When the Air Force put me in a mission-critical environment with many generators running 24/7 for key operations, we had to do everything in our power to keep them running. We had a very small team of young airmen. We all came together and worked our tails off to ensure the mission was successful." The sense of comradery and belonging to something bigger than oneself—a purpose—drew him into the power generation mission.

Matthew adds, "That can-do attitude is why when I hire a veteran, I know tasks are going to be completed, and that the job will not be half done," says Matthew Erickson. I

"We never want to meet each other for the first time in a crisis— we want to foster connections and plan for that bad day."

once worked for a microgrid company where they jokingly asked if they could clone me because I always found a way to get the job done." Maybe it's in the training or perhaps it's in their DNA, but it all comes down to integrity. "The military provided me with more than just basic electrical training. I had to develop a comprehensive understanding of electrical systems and how they integrated with the entire boat because on a submarine we have to rely on each other in challenging situations."

Support And Networking

Transitioning from military to civilian life can be challenging, but in the energy, genset, and power sectors offer clear missions and roles make the adjustment easier. Building connections and strong teams foster resilience. The EGSA **Veterans Task Force** offers networking and collaboration opportunities for veterans and hiring managers, aiding individuals in the power-generation field to connect and discuss how best to support their customers and community.

Making connections and building teams builds resilience. EGSA Veterans Task Force offers networking and collaboration for veterans and hiring managers, helping power-generation individuals connect to discuss more ways to support their customers and community. "We never want to meet each other for

the first time in a crisis – we want to foster connections and plan for that bad day." says Sean Collins. "This is a great organization for veterans to come together and discuss successes, best practices, and opportunities in the on-site power industry."

EGSA members agree that your job description may be on paper, but in reality, you do whatever it takes to complete the mission. "You adapt, you overcome, and you don't wait for ideal conditions. In the power systems world, it's the same. You're often the difference between systems running or entire operations going down." states Kenny Rhee.

"No one is ever truly prepared for a natural disaster. Thanks to the training and mindset I developed during my time in the Marines, I knew how to respond calmly, confidently, and effectively under pressure. " says Kenny Rhee.

When the lights go out and need to be back on, you know what needs to be done; you have prepared for this. You complete the mission. ●

2025 SPRING CONFERENCE RECAP

MICROGRID RESILIENCY

The Electrical Generating Systems Association (EGSA) hosted its Spring 2025 Conference in vibrant Charlotte, North Carolina, with the theme Microgrid Resiliency drawing attendees from across the globe. Thanks to our engaged members, exhibitors, and sponsors, this event was a tremendous success and a strong reflection of the power of the EGSA community.

KEYNOTES & GENERAL SESSIONS

The conference opened with a powerful keynote from Sam Silverstein, founder of The Accountability Institute, who challenged attendees to view accountability as a foundation for leadership and culture—grounded in values, not rules. A panel featuring representatives from Duke Energy, MN8 Energy, and Enchanted Rock followed, diving into the business case for microgrids and the long-term benefits of resilience.

On Tuesday, Generac CEO Aaron Jagdfeld offered a compelling look at the future of the onsite power industry, touching on distributed generation and evolving customer demands. A second expert panel broke down federal policy and funding opportunities for microgrid projects, helping attendees better navigate the path forward.

SPRING 2025 AWARD WINNERS

EGSA proudly honored two outstanding individuals at the 2025 Spring Conference in Charlotte. **Steve Stoyanac** received the **Gordon Johnson Lifetime Achievement Award** in recognition of his decades-long commitment, leadership, and impact on the power generation industry. **Daniel Barrios** was awarded the **James Wright Educator Award** for his exceptional dedication to training and mentoring the next generation of power professionals. Congratulations to both for their well-deserved recognition!

EDUCATIONAL SESSIONS

Throughout the event, six educational sessions provided valuable insight into real-world applications and innovations. Topics included interconnection devices, natural gas microgrids, design pitfalls, inverter-based controls, vibration mitigation, and Department of Defense microgrid applications. The sessions helped bridge theory with practice and gave attendees the tools to advance their work in the field.

ENGINEERING SYMPOSIUM

The Engineering Symposium offered a deep dive into five technical topics



Steve Stoyanac



Daniel Barrios

central to power system design and performance. Engineers explored transfer equipment, grounding practices, generator paralleling, battery energy storage systems (BESS), and microgrid control standards. Each session delivered practical insight and continuing education credits (CEUs),

helping engineers sharpen their skills and enhance system reliability.

NETWORKING & ACTIVITIES

Outside the classroom, attendees enjoyed a full slate of off-site networking opportunities. From fishing on Lake Norman and a guided food tour of Uptown Charlotte to interactive experiences at the NASCAR Hall of Fame and a spirited pickleball tournament, there was something for everyone. Additional outings included visits to the Sullenberger Aviation Museum, Seven Jars Winery and Distillery, and the 145th Airlift Wing. The event wrapped up with a lively closing party—complete with music and refreshments—leaving attendees energized and more connected than ever. ●



Educational session

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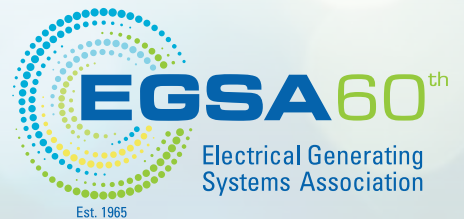
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Celebrate EGSA's 60th Anniversary— Sponsor the Celebration & Advertise in the Commemorative Issue!



2025 marks a major milestone—**EGSA's 60th Anniversary**—and we're inviting you to be part of this historic year! As we celebrate six decades of leadership in the on-site power industry, we're offering exclusive opportunities to elevate your brand and honor the past, present, and future of power generation.

60th Anniversary Party Sponsorships

Help us kick off the celebration in style! Sponsorships are now available for **EGSA's 60th Anniversary Party**, taking place **Monday, October 6** during the Fall Conference in Orlando. This highly anticipated event will bring together industry professionals, longtime members, and emerging leaders for a memorable evening of networking, recognition, and celebration. **Your sponsorship puts your brand front and center** at the most talked-about event of the year!

Advertise in the Fall Edition of *Powerline* Magazine

The **Fall 2025 issue of *Powerline*** will serve as our official 60th Anniversary commemorative edition—packed with stories, milestones, and member reflections. This issue will be **distributed onsite at the Fall Conference**, giving your ad direct exposure to conference attendees and industry insiders.

Space is limited, and this special edition will be a collector's piece that readers keep long after the event.

Don't miss this chance to make your mark during EGSA's 60th year.

Contact us today at info@egsa.org to reserve your sponsorship or ad placement. **Let's celebrate this milestone together!**

EGSA MEMBER PROFILE

BLNCD Engineering: *Building Confidence in Compliance*

Company Overview

Based in Brea, California, BLNCD Engineering is an Engineering Firm, with a specialized focus on building code compliance for critical infrastructure. Though the company is newly established, BLNCD provides a suite of services:

- Structural certifications via analysis and testing
- Anchorage calculations
- Custom vibration isolator solutions

Their work ensures systems meet rigorous requirements for seismic, wind, snow, rain, and live loads - conditions that can make or break performance in mission-critical settings.

EGSA Involvement

BLNCD has been an EGSA member for less than a year, but Nate Deibler's long-standing involvement has made the association a cornerstone of the company's strategy.

Deibler serves on the Codes and Standards and Membership Committees. According to Deibler, the most valuable aspects of EGSA membership include access to evolving market trends, regulatory updates, and the rich networking opportunities that connect members across the industry.

Operations & Customers

BLNCD primarily serves OEMs, packagers, dealers, and representatives involved in the supply of standby equipment and auxiliary systems for critical facilities. With a lean and expert team specializing in engineering and sales, the company emphasizes both technical precision and client-centered service.

Industry Trends & Challenges

The ongoing expansion of data centers is a significant driver for BLNCD's services, as these facilities require increasingly robust and reliable power systems. However, a major challenge remains, many in the industry still lack adequate education around seismic, wind, and snow load requirements.

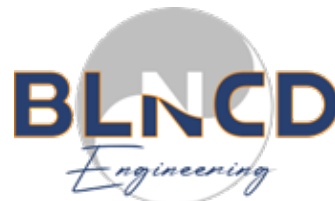
BLNCD is tackling this head-on by streamlining its certification processes and collaborating with partners to

develop innovative, installation-friendly vibration isolation solutions.

Looking Ahead

BLNCD is poised for growth in 2025. With plans to expand its team and deepen its client base, the company sees EGSA as a critical partner in that journey. They especially value the free registration to the Engineering Symposium, which provides an unmatched opportunity for education and relationship-building.

As BLNCD Engineering looks to the future, one thing is clear: they're not just keeping up with compliance—they're helping lead the conversation. ●



**Nate Deibler,
PE, PEng**

*Director/Owner –
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EGSA CERTIFIED!

What is EGSA Technician Certification?

Generator technicians vary in skill level from employer to employer and market to market. Finding a way to identify a proficient and knowledgeable technician, or even identifying a technician's skill level can be challenging. The EGSA Technician Certification Program has expanded to meet these challenges.

We offer two levels of certification!

How to get Certified?

- Apprentice and Journeyman certifications are each achieved by taking multiple choice tests that are designed to ensure technicians have the knowledge and experience to get the job done.
- The Apprentice test is completed in one sitting at an approved testing site.
- The Journeyman test is split into four modules that will be taken separately. This allows technicians additional time to prepare for each portion of the test.

Where to get Certified?

- EGSA has approved testing centers across the world. To find out where the closest testing site is located, contact egsa@ferris.edu.
- If your company is interested in getting multiple technicians certified, you can also contact egsa@ferris.edu for more information on becoming a proctor site. All you need is an HR/Administrative department to register as a proctor.

APPRENTICE LEVEL

(certification valid for 3 years)

The Apprentice level exam provides technical college students, recent graduates, military personnel, and other 1st or 2nd-year technicians with proof that the basic skill set has been met.

JOURNEYMAN LEVEL

(Initial certification valid for 5 years. Option to extend up to 2 additional years with education/recertification credits)

Our Journeyman exam assures an employer that this technician meets or exceeds 3 years of practical field experience. It tests 61 individual areas of expertise and has been upgraded to reflect current technologies.



Please visit EGSA.org/Certification for additional details on the program.

A Predictive Future: Remote Monitoring and AI in 2025

By Geoff Surkamer, Chief Executive Officer, MSI Data

Over the last few decades, humans have witnessed software infiltrate and rebuild the world as we know it. This massive technological push inspired Silicon Valley investor Marc Andreessen to write his famous essay entitled, “Why software is eating the world,” which struck a chord even in its time of release in 2011. Now in 2025, we can see he wasn’t all that wrong. Over the past 13 years alone, companies have increased their enterprise software spend from \$250 billion to over \$650 billion. That is a lot of software!

More and more industries are becoming increasingly “software-centric,” as software becomes a part of their product offering. Complete compatibility or at least flexibility with software is now essential in 2024, as technology-minded customers seek the best and most sophisticated solutions. Medical, gaming, entertainment, automotive, aviation, networking, leisure, sports and just about every other industry now has more software as part of their offering.

When it comes to driving change, the consumer world is always going to be the leader. We have seen this with streaming services and now with home appliances. Washing machines can ping your phone to tell you when a cycle is done or if you need to add more detergent. This isn’t just a convenience play or to provide a top-tier experience; from the manufacturer’s perspective, it is to capture data.

By enabling such basic appliances like a washing machine or a dishwasher, these appliances are now devices and therefore are deemed as “smart.” For these units to have the intelligence to

provide updates, they must connect to another device through a Wi-Fi beacon or a Bluetooth connection. For these connections to work, additional hardware must be installed, a motherboard for example. For the motherboard to retain its powers of capturing data, it needs some sort of hard drive or flash memory. Finally, for all this work in concert, the device needs software.

Chomp, chomp, Mr. Andreessen. As more fundamental pieces of equipment are technologically enabled, customer can oversee their own software superpower by connecting all their equipment. Now, your smart washer can connect to your dryer, and even your dishwasher, and your thermostat, until all your appliances are enabled, in conversation with one another, and under a central control.

In the latter half of 2022, McKinsey & Company published an article on the “Fourth Industrial Revolution”, which is the next industrial revolution and is highly focused on the digitization of the manufacturing sector. McKinsey further outlines the previous revolutions in a simple way – “steam propelled the first (industrial revolution), electricity powered the second, and preliminary automation and engineering powered the third; and cyberphysical systems – or intelligent computers – are shaping the fourth.”

Conclusion, we are just starting to see how intelligent solutions are reshaping the world including but not limited to Artificial Intelligence (AI) which aligns with shaping the fourth industrial revolution.

The consumer market may lead this revolution, but the industrial market is close behind. Let’s dig in on why the industrial markets are just seeing software-enabled equipment come to fruition.

Software in the Industrial World

Every organization was hyper-energized by the idea of connecting devices and gathering data to see patterns of use, diagnose problems remotely, and lower manufacturing costs. One of the first ways software combined with the industrial world was within automotive manufacturers. Features within vehicles could now be added, hidden, and exclusively accessed with the addition of software. These features can now be turned on or off based on the customer’s preference. If they buy the vehicles with the features off but decide to upgrade, then all the manufacturers must do is sell a key to unlock said features. Other automotive manufacturers focused on the reduction in the number of engines available for certain models. If one engine may be used for all models, or at least most models, a customer may only need a four-cylinder because perhaps they drive less in an urban area. However, what if that customer moved to a rural area and started to drive on highways?

Again, this customer could purchase an electronic key and then turn on additional cylinders. While this was bantered about in 2014-2016 time, it was Tesla who took this to a whole new level by monetizing almost all their car’s features. This is only one of the ways software can be utilized in the industrial sphere.



A Reactive Service Model

Let's turn to service and how the servicing of these pieces of software-enabled equipment has been changing but is only beginning to gain momentum. Many are now realizing how the break-fix model is ill-suited and impractical for any company with a project and a deadline. This service model has always been a reactive offer driven by the demand to repair some piece of equipment after it breaks, working well for certain sectors or types of end-market types like consumers, but not very well for commercial or industrial end-markets. For those under deadlines with time and money on the line, there are very few ways to get ahead of potential issues onsite.

Equipment can still break despite regular checkups and maintenance; bringing extra equipment to the site is doable for the screwdriver, but unrealistic for the bulldozer. When does it become too expensive, too impractical, to account for the unknown? Spend less time creating solutions for your solution; instead, consider a proactive service model.

A Proactive Service Model

Now comes the world of preventative or proactive maintenance. Where a break-fix model goes hand-in-hand with near-catastrophic failure, a proactive service model gives you a chance

to tone down the failure's severity. By enabling equipment with software, it can tell you what it needs. Service contractors need software to help them manage contracts, schedule onsite proactive visits, and equip technicians with all the right materials to complete the job without any disruption or delay. After all, the customer has a commitment to carry on, a deadline, a purpose that requires efficient service. This is true for just about every industry. The HVAC system that drives the college campuses or even one building at the school, can't shut down in the morning as that would mean classes could be canceled. Good for the student, not so good for the faculty, the school, and the overall mission to educate students. What about a hospital's generators? Power failures are inevitable, but without a system that can supplement the power utility to that hospital or do the emergency services, waiting until failure to fix could literally mean life or death.

Along with the initial software, an effective proactive service model requires one more addition. Just like how your home appliances can all be connected to a central control, so can your service equipment. In this larger scale, the central connector is a robust field service solution.

To truly be proactive, a worthy field service solution needs to have com-

plete mobile capabilities. A busy technician who hauls all their tools and materials shouldn't have to tote a computer; with mobile capabilities, their phone or a tablet can fit in their pocket or their tool bag. Offline capabilities are also essential to service equipment, as many units are in allies, rooftops, or basements, and have limited or no Wi-fi or cell service nearby. When technicians complete work and re-enter a service area, the field service solution will sync with the back office, ensuring all workflows continue with minimal disruption. Solutions like this are truly redefining the proactive service model.

The future holds even more promise. Imagine a world where there is already proactive service, but the critical pieces of equipment can also warn or call the technician for help if something is wrong. This may soon be the case for modern equipment that is being manufactured as part of the Fourth Industrial Revolution.

Predictive Service Model

While it may seem like just about everything is connected these days, we are a long way off from maximizing our digital potential in the service world. Let's not forget the impact of the global pandemic as well; issues in the supply chain created significant delays for manufacturers building new and more software-enabled equipment.

This doesn't mean that the predictive service market isn't here. It is growing. It was recently published by Research and Markets that the global predictive service market is valued at \$10.6 billion and will reach more than \$47.8 billion by 2029, a 35% CAGR. What is driving this opportunity? As expected, Artificial Intelligence (AI) is slated to revolutionize the service market. Nearly every industry is beginning to take advantage of AI's predictive nature by creating their own specific solution, trying to build a bridge for industries to take the next step. This

is truly exciting: AI has the potential to take these industries into the future, but people's resistance to technology combined with slow advancement puts us at the very beginning of this effort.

This is aimed at the manufacturers controlling these data volumes and key telemetric insights for improving future product design and development. However, the service contractor has an opportunity to redefine their business models and how they staff, as well as how they service software-enabled equipment. The Internet of Things (IoT) is finally becoming a force multiplier for the service world!

When IoT combines with AI, it has the potential to save businesses great amounts of time and money. Unfortunately, we still lack one thing; there is no one-size-fits-all solution for predictive maintenance management, no software or technology that can link everything together. Yet. Take this example - imagine a huge piece of earth-moving equipment has been leased by a road construction to complete a project. Before the project begins, a service technician checks the piece of equipment and performs all necessary maintenance to make sure it is ready. Later, while on another site for a different job, the technician gets an alert on their phone, sending service meter alerts to their field service software indicating the machine is now burning oil at a damaging level.

The field service software can automatically create a "service request" which then notifies all the other operators of that field technician team. With such quick alerts, the technician can return to the piece of equipment and resolve the issue as fast as possible. This project will now remain on track because the software-enabled piece of equipment has sensors and diagnostic codes that are beacons to the company's field service solution, from which an action can be created. This quick and efficient generation of data allowed the technician to address the



issue as fast as possible, taking only a few moments, not hours or days, to diagnose, treat and release back to the job without disruption.

The hope is with technological advancements like these, the job site will become safer and less unpredictable. We are slowly but surely building the bridge from a break-fix service model to a fully connected service model, and although a solution that links all the pieces together is not here yet, it will undoubtedly come soon.

Now you have the secret to providing all types of service to all types of equipment for multiple business models – a connected, IoT-enabled integrated field service software solution.

Servitization is a paradigm shift that allows manufacturers to create new business models and revenue streams through innovation, adding value features to their product in the form of services.

About the Author

Geoff Surkamer is the Chief Executive Officer for MSI Data, offering the leading mid-market field service software solution – Service

Pro. With over three decades of software experience, Geoff has led global software companies through the digitization evolution by creating new business models and monetizing solutions for maximizing profitability for their customers.



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Led by Shana Duthie, a certified AI strategist (MIT), we also help businesses explore AI-first strategies, showing

how technology can empower your team, enhance data-driven decisions, and future-proof your operations without unnecessary complexity.



What sets us apart is our focus on fundamentals that drive lasting success: customer retention, employee engagement, operational excellence, and data you can trust. Whether you're looking to activate growth marketing campaigns, refine your sales process, optimize service operations, or integrate AI into your business strategy, Duthie Consulting Services provides the hands-on, collaborative guidance to make it happen.

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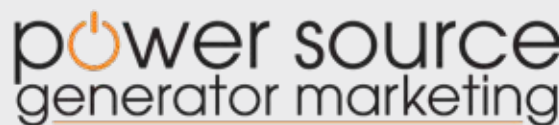
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6 Questions to Correctly Size a Generator

By Joe Norris, National Service Manager, ANA

Correctly sizing a generator for a customer is vital to taking the best care of your generator fleet. You want to make sure they have enough power, but not enough that there will be issues with light loading, inconvenient regens, or lockouts. How can you best prepare your counter person to right-size the generator? Here are 6 simple questions to ensure the generator suggested to the customer is correct for their application.

1. Is the load going to be a single-phase (1Ø) or 3 phase (3Ø)?

This is one of the most important items to know before starting. Understanding what phase the generator needs to be placed in will begin to address what voltage requirements are needed by the customer to properly operate their onsite equipment.

2. What is the voltage required? 120/240, 120/208, 277/480

Once the phase requirements have been met then you as the provider can set and lock the appropriate voltage per the generator's selector switch. This allows the provider an opportunity to fine-tune the generator to the voltage for proper operation of the customer's equipment. There is a minor voltage adjustment knob (potentiometer) conveniently located on the face of the control unit to do any minor voltage modifications once the unit is on-site.

3. Do you know how many amps are required?

By knowing what amps are required to run the customer's piece of equipment you can properly utilize the correct generator size for the job. Having this information can be vital in the success or failure of the application. Too big of a generator for the appropriate load and you will underutilize the generator's potential and cause engine issues such as "Light Loading" or "Wet Stacking". Too small of a generator and the customer's equipment may not run at all.

4. What is the item you are trying to run? (motor or pump? What is the Horsepower?)

In all cases when sizing a generator to a particular application or customer need, knowing what the customer is operating is extremely helpful. By communicating with the

customer you can understand what type of equipment they are running on location and build a " Load Profile" based on this information. Are they using submersible pumps to move liquid products? Then knowing the horsepower and/ or the NEMA code of the pump is critical in choosing the properly sized generator.

5. Is the application Standby, Prime, or Continuous?

One of the key components of sizing is the time in which the unit will run. The buildup of heat in a generator's windings can cause a de-rate inability. Altitude and run times can have a dramatic effect on the generator's performance. In the simplest of terms, consider that mobile diesel generators are rated in Prime Power, operating for 8 hours per day in a rental application. The longer the run times at higher loads can harm the generator's windings. The reverse is also true, long run times with zero loads on the generator can hurt the engine of the generator.

Helpful Sizing Formulas

Converting 3ph rating to Single ph rating for generator output

$$3\text{Ø } 3\text{phase kVA} \times .58 = 1\text{Ø Single Phase kW (+ - 5\%)}$$

$$3\text{Ø } 3\text{phase kW} \times .72 = 1\text{Ø Single Phase kW (+ - 5\%)}$$

Single Phase 1Ø Formulas

$$\text{kW} = (\text{volts} \times \text{amps} \times \text{Power Factor}) \div 1000$$

$$\text{kVA} = (\text{Volts} \times \text{Amps}) \div 1000$$

$$\text{Amps} = (\text{kW} \times 1000) \div (\text{volts} \times \text{PF}) \text{ (use if kW is known)}$$

$$\text{Amps} = (\text{kVA} \times 1000) \div \text{Volts} \text{ (use if kVA is known)}$$

3 Phase 3Ø Formulas

$$\text{kW} = (1.732 \times \text{volts} \times \text{amps} \times \text{PF}) \div 1000$$

$$\text{kVA} = (1.732 \times \text{volts} \times \text{amps}) \div 1000$$

$$\text{Amps} = (\text{kW} \times 1000) \div (1.732 \times \text{volts} \times \text{PF}) \text{ If kW is known}$$

$$\text{Amps} = (\text{kVA} \times 1000) \div (1,732 \times \text{volts}) \text{ if kVA is known}$$

6. Will multiple items be run at the same time?

Knowing what types of loads will be running simultaneously is also a determining factor when sizing a generator. The use of multiple voltages on the same generator can create a difference in performance. If renting a single unit to say a construction site application, what type of toolage will be used at the same time on the generator: Lighting, pumps, grinders, saws, electric appliances, etc. If the primary voltage being used is 3 phase, then only the convenience outlets are available for minor single-phase voltage output. Contrary to that, if the unit's main output is desired to be a single phase then 3 phase power will not be available.

Asking and answering these questions with your customer before a rental can greatly increase their onsite production to ensure a proper quality rental experience. Your customer may not know the answers to all the questions, however, by doing this due diligence and information gathering you can ensure that you are giving the absolute best advice possible to properly size the generator to the application. This in turn will keep your fleet in proper working order as well as a happy customer base.

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About the Author

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With extensive expertise in power generation, Joseph (Joe) Norris has a deep background in diesel prime power applications, low- and medium-voltage paralleling, and natural gas engine/gen operations utilizing non-traditional fuel sources. His experience spans every major oil field across the U.S. and Canada, providing him with a comprehensive understanding of off-grid power solutions in non-utility environments.

As VP of Support & Large Power Projects at ANA, Joe specializes in developing large-scale power solutions that address utility constraints while prioritizing efficiency and sustainability. By integrating cutting-edge technologies with proven industry practices, he designs innovative hybrid energy systems that combine battery storage, solar, and diesel power to create resilient and environmentally conscious microgrids. His strategic approach ensures reliable power solutions that benefit both clients and the environment.

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EGSA Membership Classification and Dues

Under the leadership of its Board of Directors and operating through its various committees and staff, EGSA strives to educate, provide networking opportunities and share relevant knowledge and trends with industry professionals including manufacturers, distributor/dealers, engineers, manufacturer representatives, contractor/integrators and others serving Onsite Power consumers.

MANUFACTURER MEMBERSHIP					
This membership is for companies and the membership covers all employees of the company.					
MEMBERSHIP CATEGORY		CATEGORY DESCRIPTION	ANNUAL DUES	INITIATION FEE	TOTAL DUE
MF	Manufacturer Membership	Any corporation seeking membership must apply for a full membership as a manufacturer if they meet one or more of the following criteria: 1. They manufacture prime movers for power generation. 2. They manufacture generators or other power conversion devices producing electricity. 3. They manufacture switchgear or electrical control devices. 4. They manufacture or assemble generator sets, UPS systems, solar power, hydropower, geothermal, or any other power production or conversion system including related components, or accessories for national or regional distribution.	\$1354	\$257	\$1611
ORGANIZATIONAL MEMBERSHIP					
The Membership categories are for organizations their memberships cover all employees of the organization.					
DD	Distributor/Dealer Membership	Any corporation actively engaged as a distributor or dealer for products listed under manufacturers, Section 1, Paragraph a., may apply for full membership as a Distributor/Dealer. If an organization qualifies as a manufacturer under Section 1, Paragraph a., it is not qualified under this section.	\$508	\$128	\$636
CI	Contractor/Integrator Membership	Any corporation actively engaged as a Contractor or Equipment Integrator of products listed under manufacturers, Section 1, Paragraph a., not brand by brand, geographic territory or contractually obligated as a Distributor/Dealer of a specific product, may apply for full membership. If an organization qualifies under Section 1, Paragraph a, or b, it is not qualified under this section.	\$508	\$128	\$636
MR	Manufacturer's Representative Membership	Any corporation actively engaged in the representation of products listed under manufacturers, Section 1, Paragraph a., may apply for full membership as a Manufacturer's Representative. If an organization qualifies under Section 1, Paragraph a, or b, it is not qualified under this section.	\$508	\$128	\$636
SMTR	Service, Maintenance, Monitoring, Testing, and Repair Companies Membership	Any corporation engaged in the service and maintenance, or monitoring, testing, or repair of products listed under Section 1, Paragraph a., may apply for full membership. If an organization qualifies under Section 1, Paragraph a, or b, it is not qualified under this section.	\$508	\$128	\$636
RC	Rental Companies Membership	Any corporation actively engaged in the rent or lease of products listed under manufacturers, Section 1, Paragraph a., may apply for full membership as a Manufacturer's Representative. If an organization qualifies under Section 1, Paragraph a, or b, it is not qualified under this section.	\$508	\$128	\$636
UIE	Utilities, IPPs, and Energy Services Companies Membership	Any public or private corporation engaged in energy generation and/or management, including public and private utilities, Energy Service Companies (ESCOs), Independent Power Producers (IPPs), Integrators, Aggregators, and other similar enterprises may apply for full membership. If an organization qualifies under Section 1, Paragraph a, or b, it is not qualified under this section.	\$508	\$128	\$636
EU	End-User Membership	Any corporate or other public or private organization that purchases, owns, or operates, electrical generating equipment and/or related switchgear or components may apply for associate membership. If an organization qualifies under Section 1, Paragraph a, or b, it is not qualified under this section.	\$347	\$128	\$475
EI	Educational Institution	Any school, university, postsecondary vocational-technical school or college may apply for organizational membership.	\$347	\$128	\$475
GM	Government	Any federal, state, or local government may apply for organizational membership.	\$347	\$128	\$475
NP	Nonprofit Membership	Any nonprofit organization may apply for organizational membership.	\$347	\$128	\$475
PS	Professional Services Firm	Any professional services firm or other service-related organizations that do not exclusively service the electrical generating industry such as accounting, legal, financial services, communications, etc. may apply for associate membership.	\$347	\$128	\$475
CSE	Consulting Specifying Engineer Membership	Any consulting specifying engineering firm may apply for full membership. If an organization qualifies under Section 1, Paragraph a, or b, it is not qualified under this section.	FREE	FREE	\$0
INDIVIDUAL MEMBERSHIP					
IND	Individual Membership	Any individual who was previously employed in the on-site power generation industry but is no longer actively employed in the industry.	\$142	FREE	\$142
MIL	Military Membership	Any individual who is currently enlisted may apply for membership within this category. Proof of military engagement is required by either current Military ID card.	\$84	N/A	\$84
RET	Retiree Membership	Any individual who retires from a member company may apply for Associate Membership. This classification does not apply to any individual who is employed more than 20 hours per week.	FREE	FREE	\$0
STU	Student Membership	Any individual currently enrolled at an academic institution may apply for Associate Membership. This classification does not apply to any individual who is employed more than 20 hours per week	FREE	FREE	\$0

Application via Website

Visit the EGSA Website: www.egsa.org.

Create an Account: On the EGSA website, locate the membership page and follow the guide to apply for membership. This process will involve creating an account on **MyEGSA**.

Set Up Your Organization's Profile: After creating your account, you will need to set up your organization's profile. Ensure all the necessary details are accurately filled in to avoid delays in your application process.

Review Process: Within two business days, the EGSA staff will verify the application details, conduct research on your organization, and assign the appropriate Membership Type based on your organization's qualifications and interests.

Congratulations on taking the first step towards becoming a member of the EGSA community! If you have any questions or need assistance during the application process, please do not hesitate to contact us at info@egsa.org.



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	Dimensions in inches	Member	Member	Non-Member	Non-Member
Ad Size	Width x Height	1-time (per edition)	4-times (per edition)	1-time (per edition)	4-times (per edition)
Full Page <i>Bleed Size</i> <i>Trim Size</i>	8.625" x 11.125" 8.375" x 10.875"	\$1,315 B&W \$2,330 4-Color	\$1,155 B&W \$2,100 4-Color	\$1,420 B&W \$2,545 4-Color	\$1,315 B&W \$2,330 4-Color
1/2 Page <i>Horizontal</i> <i>Vertical</i>	7.375" x 5" 3.687" x 10"	\$840 B&W \$1,860 4-Color	\$735 B&W \$1,680 4-Color	\$945 B&W \$2,075 4-Color	\$840 B&W \$1,860 4-Color
1/4 Page	3.687" x 5"	\$500 B&W \$1,520 4-Color	\$430 B&W \$1,375 4-Color	\$550 B&W \$1,680 4-Color	\$500 B&W \$1,520 4-Color

**We will do our best to honor placement requests, but reserve the right to decide placement.*

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POWERLINE Magazine is continually seeking feature articles (1,500 - 2,500 words) addressing any one of the many issues pertinent to On-Site electrical generating systems and equipment. To be considered, please e-mail a title, brief summary and highlights of your article to info@EGSA.org.

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