

Fall 2008 Turbine Forum

VALUE — CTOTF Turbine Forum in Tucson, AZ, September 14-19

VALUE – perceived or real, business or personal, measured or assumed. Perception of individual or business value creation or retention drives decisions, delineates alternatives, and, most critically, is the ultimate motivation to undertake *change*. Changes in work processes, changes in products, changes in investments, or changes in employment choices are all initiated by the desire of managers, shareholders, or individuals to increase (or protect) value.

With the desire to increase business or personal value a nearly constant dynamic and the application of change the primary conduit to its achievement, we have come to realize and accept that change – with ever increasing scope, degree, and speed – is in itself a constant condition. We can be surprised by change and be caught in a sweeping tide created by others or we can proactively seek and manage change and, most specifically, its direction, pace and target.

With the value of managing change in mind, the CTOTF Leadership Committee has been actively engaged in a proactive effort to *measure the market* in order to determine what organizational structure, meeting format, ancillary products and affiliations will provide the highest net value for individual combustion turbine users and their parent organizations. Without question, the CTOTF's fundamental value basis must remain firmly imbedded in the sharing of sound operations and maintenance expertise for all turbine models with continued initiatives to build upon existing affiliations with both equipment manufacturers and the critically important industry vendors. But, in recognition that one of CTOTF's primary advantages is the absence of dependent affiliation with any single model or manufacturer combined with an open forum that promotes unrestrained discussion on any subject, expansion to include all related power operations equipment and industry issues is a natural and obvious organizational transition.

Reflecting the flexibility of our organization with the unrestricted ability to modify meeting structure and subjects in response to User needs, a value-based transition from "specific manufacturer" to "industry issues" focus commenced several years ago with the creation of the Legacy and Generic roundtables and the concentration upon indus-

try issues within the Plenary session. For our Fall 2008 Forum in Tucson, this transition continues with a discussion on staffing issues led by a select panel of prominent industry executives and the addition of a new Generator Systems roundtable. Rich Evans, Jack Borsch and Ed Sundheim have volunteered to lead these initiatives and I appreciate their individual enthusiasm as well as the vision of the entire Leadership Committee. With these additions to an already dynamic program, the 2008 Fall Forum is shaping up as another innovative stride forward in CTOTF's mission to proactively identify and facilitate resolution of emerging business issues.

I'm excited by the changes in our industry, the changes in our organization and the leadership that CTOTF members provide in not only meeting new technical challenges but also in proactively setting strategic direction for the power industry. For the CTOTF, discussions and decisions at the 2008 Fall Forum in Tucson will be instrumental in ensuring our organization is aligned with User needs in order to capture the value in emerging industry opportunities. As such, I encourage you to attend and, critically, to invite others who can contribute to and benefit from both the expanded program and the opportunity to actively participate in determining our organization and our industry's future.

It's all about creating value – and for thirty-three years, CTOTF has been doing just that.

I look forward to meeting with you in Tucson,



Bob Kirm, TVA
CTOTF Chairman