

THE JOURNAL TIMELINE



1994
Allen-Bradley® launches its open device-level network DeviceNet™. It also introduces the premier issue of *A-B Journal* at its November Automation Fair event®, published by Putman Media, Inc. for Allen-Bradley.



1995
Rockwell International buys Reliance Electric and merges with Allen-Bradley.



1996
Rockwell Automation introduces the third-party product referencing program, Encompass™.



1999
Rockwell International moves its corporate headquarters from Costa Mesa, California, to Milwaukee.



2000
Keith Larson is promoted to Publisher and VP, and Renee (Robbins) Bassett becomes *The Journal's* Editor in Chief.



2001
The PowerFlex® family of AC drives is launched with the PowerFlex 70.



2002
Rockwell International Corp. rebrands as Rockwell Automation.



2003
The Allen-Bradley brand celebrates its 100th anniversary. Michael Brenner becomes Publisher of *The Journal*.



2004
Theresa Houck joins *The Journal* as Managing Editor, reporting to Editor in Chief Renee (Robbins) Bassett. Keith Nosbusch becomes president and CEO of Rockwell Automation.



2005
A-B Journal increases its publication frequency from quarterly to six times a year.



2006
Theresa Houck becomes *The Journal's* Executive Editor. The magazine rebrands as *The Journal* from Rockwell Automation and Our Partners.



2007
Rockwell Automation introduces the PartnerNetwork™ program. The company also acquires ICS Triplex, Pavilion Technologies and ProsCon.



2008
Rockwell Automation unveils the PlantPAx™ process automation system. *The Journal* launches its presence on Twitter and Facebook.



2009
Rockwell Automation CEO Keith Nosbusch calls for smart factories to boost manufacturing in the United States.



2010
Amanda Joshi joins *The Journal* as Managing Editor, reporting to Executive Editor Theresa Houck.



2011
Blake Moret is promoted to senior vice president of the Control Products and Solutions segment of Rockwell Automation, reporting to CEO Keith Nosbusch. Automation Fair® celebrates its 20th anniversary.



2013
The magazine gets a slight name change to *The Journal From Rockwell Automation and Our PartnerNetwork™*.



2014
The Journal wins APEX Award of Excellence for Best Custom-Published Magazines, Journals & Tabloids for the 8th time in 9 years. Rockwell Automation acquires ESC Services and Jacobs Automation.



2016
Blake Moret becomes president and CEO of Rockwell Automation.



2020
The Journal introduces its podcast, "Automation Chat."



2021
Rockwell Automation revamps Encompass™ Partner program as the Technology Partner program.



2022
Putman Media, Inc., which publishes *The Journal* for Rockwell Automation, is purchased by Endeavor Business Media.



2023
Rockwell Automation acquires Clearpath Robotics and its OTTO Motors autonomous mobile robots division. Rockwell Automation also completes the acquisition of cybersecurity software and services company Verve Industrial Protection. *The Journal* wins its second APEX Award of Excellence for best podcast.



2024
The Journal wins the APEX Award of Excellence for Best Podcast for the third consecutive year.



2025
The Journal bids farewell and thanks its readers and other supporters for 32 years of publication.