



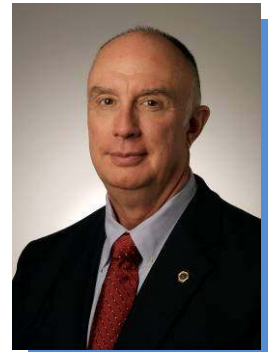
Madison Chapter of ASHRAE Presents:

Building Energy Labeling Initiative and Performance Metrics Protocols

by Terry Townsend, Fellow ASHRAE, 2006–2007 President ASHRAE

- **Monday, September 14th 2009,**
- **4:30 p.m. Social gathering, 5:30 Dinner, Presentation Following**
- **Doubletree Hotel,** 525 W. Johnson Street, Madison, Wisconsin 53703

It seems like there is not enough data available today on actual building performance and the industry needs better performance benchmarking. If there was a protocol with high-level metrics for demonstrating real-time building performance that would collect data on a building's performance, it may allow the public to better understand how their building performed. The United States should implement some method of building energy labeling that would give additional guidance, protocols and tools to help bridge the gap between designed projected performance and the actual performance of the building. ASHRAE is working toward the publication of Building Energy Labeling Initiative and Performance Metrics Protocols to help bridge this gap. These tools would help provide performance metrics and measurement protocols that could show the actual performance of buildings.

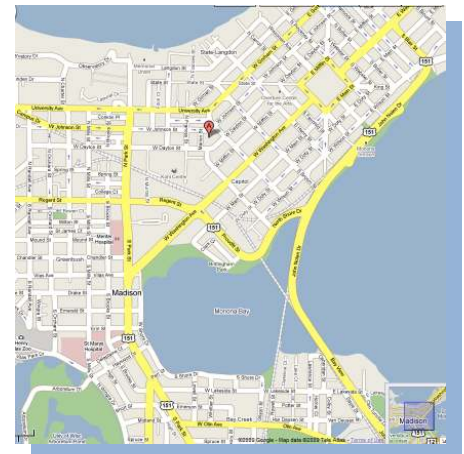


Terry E. Townsend is president of Townsend Engineering, Inc., Chattanooga, Tennessee, and Panama City, Florida. In 2006–2007, he served as president of ASHRAE, where he focused the Society's efforts on The ASHRAE Promise: A Sustainable Future, highlighting ASHRAE's work in sustainability in the building environment. His achievements as president include launching ASHRAE's first ever certification program, accelerating and expanding the Advanced Energy Design Guide series, setting more stringent savings for ASHRAE's energy standard and providing resources on how ASHRAE can minimize the impact of its meetings on the environment.

Meeting Fee:

- \$20.00 Madison Chapter of ASHRAE Members
- \$30.00 Guests

Madison Chapter ASHRAE and the Energy Center of WI are holding a block of rooms for the night of September 14, 2009. Make reservations by either calling the hotel directly at (608) 251-5511 or online at www.doubletreemadison.com, and mention the code 'ASH' to attain the group discounted room rate of \$99. This rate is guaranteed only for the night of the 14th. The rooms will be released after August 31, 2009.



Register for the meeting by directing your browser to [Register 9-14-09](http://Register-9-14-09) or e-mailing to ASHRAE@henneman.com.

Calls may be made to Matt Heil at (608) 833-7000.

Madison Chapter brings this program to you through ASHRAE's Distinguished Lecturer Program

Join the Energy Center of Wisconsin Training on Tuesday, September 15th, also by Mr. Townsend.

More information and registration details can be found at www.ecw.org/university/ecuevent.php?ecuid=250