

# Committed to Serve

*New President Donald R. Bahnfleth, P.E., stresses that research serves the interests and needs of the members of ASHRAE, the industry and the public at large*

*The complete text of the inaugural address delivered at the Annual Meeting*

SEVERAL YEARS AGO, a research report entitled *Global 2000* was published. It painted a picture of a world beset by shortages of water, food and energy.

Salvation, the authors said, lies in technological innovation. But in their eyes, the greatest challenge was not the development of new ideas...It was putting new ideas into practice, overcoming social, political and economic barriers.

ASHRAE knows how to put ideas into practice.

*ASHRAE is committed to serve.*

This simple phrase — the one I have chosen as this year's presidential theme — explains why we are members of the Society and why each of us spends so many hours during the year meeting with our peers through ASHRAE.

ASHRAE is virtually alone among technical societies in its sponsorship of research. Certainly no other organization has such a long record of success and has made so many contributions through research to technological advancement.

*ASHRAE is committed to serve its membership, industry and the public through research.*

At a recent symposium honoring the service of a retiring University of Illinois professor, the retiree said "Research is not something we do; rather, it is something that teaches us to do things better."

To support and expand research programs, I ask that during this year each and every ASHRAE member put a little something back — personally making an investment in ASHRAE research.

If each member contributes \$25, one million dollars would be collected for research.

At the same time, the Society will increase its solicitation of research investments from large contributors: the companies that use ASHRAE's technology and employers of ASHRAE members.

The thrust of this effort will be to launch two exploratory *President-To-President* research programs —

one in the east centered in New York and the other in the midwest centered in Chicago.

Selected Presidential Members together with Chapter Presidents will meet with company presidents to explain the value of ASHRAE research. When the test is complete, the program will be extended by the Research Promotion Committee through North America with all chapters participating. The goal is to raise a quarter of a million dollars this year: one million in the fifth year.

The Research and Technical Committee has the responsibility for putting these new investments to work. To assure they are wisely spent, R&T will establish a Society research agenda and develop appropriate research activity. Emphasis will be placed on technical information needs in energy utilization, indoor air quality and fire and smoke control.

*ASHRAE is committed to serve its membership through continuing education.*

Why be a member of ASHRAE? What's in it for me? What's in it for my company?

*Donald R. Bahnfleth, P.E. (right), president of ZBA, Inc., engineers and architects, in Cincinnati, Ohio, was installed as 1985-1986 President of the American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc., at the June 1985 Annual Meeting of the Society. He has been a member of the Board of Directors since 1978. Last year's president-elect, he had previously been a vice president, treasurer and director-at-large. Also, he has served as chairman of the Technology, Regions, Publishing and Member Councils of the Society. Bahnfleth, who joined ASHRAE in 1953, is a former president of the Illinois Chapter. He is a recipient of the Society Distinguished Service Award and has been honored as an ASHRAE Fellow in recognition of his contributions to the arts and sciences of ASHRAE. Bahnfleth has been with ZBA since 1971. Before that he was editorial director for Heating/Piping/Air Conditioning and American Artisan magazines.*







## Committed to Serve

Bob McDonald set the theme for his year as president as *Professional Excellence: Building the Future*. That's a neat summary of why.

Professional excellence involves working smarter, not harder. It requires application of research and technical information.

To provide continuing education which draws upon the latest research findings, two actions will be taken.

The first will be to broaden the scope of the Professional Development Seminars. This fall 16 cities will host seminars. By spring, working through the grassroots, our Chapters, we will expand both the subjects presented and the number of seminars scheduled.

The second action will be to increase and enhance educational opportunities offered by Chapters to their members. It is the most important action we can take.

All available media will be explored — print, electronic, videotape and audio. Imagine a program where even the smallest, most remote Chapter, through use of a regional videotape library, can hear and see the presentations made at Society meetings.

Creating an awareness of the value of ASHRAE membership and the continuing education opportunities it offers at the Society and Chapter levels will be the cornerstone of our membership promotion effort.

For example, consider that the average hourly billing rate for an employee in our industry, including overhead, salary, profit and benefits, is \$40. To return to an employer the expense of annual dues in ASHRAE, a service which provides a monthly journal and annual handbook, an employee would only have to increase productivity 0.1 percent during the year.

If membership and participation in a Chapter is included, productivity would have to increase 0.2 percent to return the membership investment.

If you go all the way, a full year of paying Society and Chapter dues and account for the time and dollar cost of attending Society and Chapter meetings and the ASHRAE/ARI exposition, requires only a 2.5 percent productivity gain.

Active ASHRAE members well know that participating in the Society can easily accomplish that type of productivity gain.

*ASHRAE is committed to serve the public*

The Society's technology directly impacts people. ASHRAE members make people comfortable. They protect people's health. They protect people's food supply.

The issues of public concern are issues of ASHRAE concern.

We are moving ahead with our work on energy standards.

Some say that keeping up with the energy situation almost requires running backwards. When Paul Samuelson, the Nobel prize-winning economist was asked, "How far ahead economists try to forecast," he responded by saying that "If economists knew what had happened last month, they'd be lucky."

The Cambridge Group has reported that the gas surplus will persist into the 1990's. The Interior Department claims that estimates of offshore oil reserves are only half of what was previously thought.

While short-term predictions and geological estimates often prove inaccurate, the handwriting on the wall is clear to anyone who seriously looks at either the short- or long-

term energy picture. The energy resources on which we currently must depend are in finite supply.

Depletion of natural fuel resources has been the driving force in the development of the 90 and 100 Series of energy conservation standards and in identifying and taking advantage of energy conservation opportunities. I submit to you that there are other equally compelling reasons, even in a time of so-called energy glut, to forge ahead in energy conservation.

One reason for moving ahead to improve building efficiencies is to produce the capital funding required to develop alternative energy sources over the next two decades.

Most, if not all, alternative sources are capital intensive, reducing the investment required in them will free capital for spending to satisfy other equally important societal needs.

Another reason energy conservation is important is world economics.

As early as 1944, Americans began to understand that they lived in a world that would one day be one world. This was brought to our attention by Wendell Wilke, a presidential candidate who failed in his bid against Franklin Roosevelt. Subsequent to election, Roosevelt sent Wilke overseas. This experience led Wilke to write *One World*, a book truly ahead of its time.

The thrust of Wilke's work was that the United States was simply a part of a much broader universe. We could no longer establish an isolated position.

In ASHRAE's technology, we cannot establish an isolated position.

ASHRAE must continue to encourage the manufacturing segment of the industry to keep on improving product efficiencies.

World markets which are much more sensitive to energy efficiency because of greater cost of energy supplies demand this.

The vehicle for improving heating and air conditioning system efficiency is Standard 90. Through the voluntary consensus process, an informed industry can set short-term goals for making significant improvements in energy utilization while being responsive to time and cost of developing more efficient product. Work on energy standards today will impact our long-term economic well being.

*ASHRAE is committed to serve in this important area.*

The Society will continue to expend its resources to expedite completion of Standard 90.1P and Standard 90.2P.

ASHRAE is also concerned about the impact of its technology on human health. Three important steps are being taken in the context of being committed to serve.

First, Standard 62-1981, *Acceptable Levels of Indoor Air Quality*, the only definitive document which establishes air quality levels while weighing the impact of energy conservation, is being revised. Professional groups and scientific societies in health fields will be actively involved in this process. Our objective is to have revised Standard 62 available for public use in the spring of 1986.

Second, a new standing committee has been formed on environmental health. Among its members are health specialists drawn from outside the ASHRAE membership.

Through this committee, ASHRAE will establish research and educational planning to utilize the Society's



financial resources and technical expertise in ways which help ASHRAE members to meet their obligations to humanity.

Third, an international conference entitled *IAQ-86, Managing Indoor Air for Health and Energy Conservation*, will be sponsored by ASHRAE next April in Atlanta. Its focus will be on solutions to indoor air quality problems.

*Committed to serve* through research, *committed to serve* through education, *committed to serve* the public through concern for energy conservation and impact of technology on human health — this will be the focus of this ASHRAE year.

Each of these goals is consistent with the Society's Strategic Plan now in implementation.

The 25 objectives included in the plan can be divided into three categories.

One relates to the world environment. It calls for technological assistance to developing nations, active participation with multi-national organizations, and development of international standards.

A second group of objectives relates to cost containment. This will limit or eliminate the need for a dues increase.

Thanks to combined effort of volunteers and staff, there has not been a dues increase for five years. None is needed in 1985-86, and most likely none will be needed in 1986-87.

The majority — 16 objectives — have a direct impact on individual members by making it easier to do a good job better and smarter. This is through research, new technical publications, standards, and a strengthened continuing education program.

I would like each of you to think for a moment or two about the individuals within ASHRAE whom you have come to know, respect and call your friends.

My purpose in doing this is to remind you that the fabric which holds ASHRAE together is not publications or research papers, but rather it is the people who voluntarily come together to provide their collective wisdom in developing technical materials that will be of significance to society at large.

We often have focused upon financial resources, upon research, and we still do so in the Strategic Plan.

But the underlying success of ASHRAE is in its human resource.

To this end, I have a personal goal of increasing the number of women and minorities involved in ASHRAE activity.

Dr. Lois Graham, recently named a Fellow of the Society of Women Engineers, will serve a special role this year. She will assist our Membership Committee in developing program thrusts and perhaps mind-sets that will increase the involvement of women and minorities in ASHRAE.

Those of us privileged to lead ASHRAE at this time are excited about our Society's future. We see continuing growth in membership in North America and abroad. We see growth in service to members. We see significant contributions by ASHRAE to energy solutions and the study of indoor air quality.

On behalf of your new officers and the Board of Directors, I pledge our commitment to serve you in the year ahead. Thank you for your support. ■

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