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President ASHRAE

## The essence of growth

The past accomplishments of this Society are self-evident. We are recognized as the single most vital and active group of men and women dedicated to increasing and disseminating the technology available in our field. We have new Standards and a brand new Handbook of Fundamentals, both of which should be of increasing value as reference and textbooks to members, industry, educators and students. The Journal has been improved. Research is active and productive, with a budget of approximately \$200,000.

But, if in beginning our new fiscal year and in approaching our 75th anniversary, we look over our shoulders in search of clues to the future, that which will impress us most deeply is the element of change.

Some of the change is sudden and unavoidable, such as the regrettable passing of President Lincoln Bouillon within a few months of his assuming office. We were fortunate to have had in position to succeed him a man so capable as William L. McGrath.

With less suddenness but equally unavoidably, we are at Headquarters losing a loyal and valued Executive Secretary, who is retiring after 12 years of service. Here again we are extremely fortunate in having, however, a successor who is eminently qualified to lead the staff.

Other changes occur so gradually that it is only in retrospect that their cumulative effect can be understood. Proof of this is in the succession of amendments to the By-laws on which the membership is asked to vote. Taken individually, they seem minor; taken in sum, they alter the whole face of the Society. The President-Elect, two Vice Presidents concept is a good example. Committee makeup and objectives shift constantly in response to changing need. And more of the same is in the making.

Mr. Bouillon's major effort was to have been in increased membership, a field in which he excelled, and Mr. McGrath ably pursued the policies and procedures which Mr. Bouillon placed in effect. The report to the Board of Directors of the Admissions and Advancements Committee shows a total of 2000 new members elected during 1966-67, bringing the total membership

above 20,000. Emphasis will continue to be placed on this activity with a view to bringing into the Society all in our industry who are qualified. In the months ahead you will be notified via the Journal, the Newsletter and special promotions that the Membership Committee is conducting a campaign to bring membership to 25,000 by June of 1968.

A recent Survey of employers by the Engineering Manpower Commission predicts that the demand for engineers will grow by 26% in the next 10 years, an increase beyond what the engineering schools will be able to supply at present levels of enrollment and graduation. During his foreshortened term, President McGrath drew attention to this and similar statistics, asked why we were allowing this to happen to ourselves, and suggested ways and means for bucking the trend.

As a result, the Education Committee has been revitalized and reoriented (Change? Definitely!) and it is already at work on a program looking not only toward the institutions of higher learning but also toward junior colleges and trade schools which are teaching or wish to teach courses in heating, refrigerating and air conditioning. Residing in our membership is a vast reservoir of skills and information on these subjects. How better project the image of ASHRAE than by guest lecturing groups who by enrolling in such subjects have already exhibited their interest? And how better increase membership in ASHRAE than to catch them young and raise them right? Through the Journal and Newsletter and by your Regional Directors you will be told how you, as individuals and Chapters, can help.

As your new President, and with the cooperation and enthusiasm of officers, directors, and staff, it will be my purpose to further, by every means possible, the routine work of all committees; and in particular to pursue the late Lincoln Bouillon's goal of membership and Mr. McGrath's program of manpower development through education.

ASHRAE is now 73 years young, vigorous and growing. But make no mistake, the very essence of growth is change.