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The challenges ahead

As we enter a new Society year, it is appropriate to review our activities and pinpoint those areas where additional effort may be warranted. Specific consideration should be given to research, education and communication.

During the past year, we completed one of our major financial obligations, the UEC building fund, and it is hoped that this will permit us to expand our efforts in raising funds for our research program. We have two special Society committees that are working jointly in this area, and a program is already in effect to solicit funds from engineering and manufacturing firms, both local and national, that are associated with our industry. Local chapter representatives and national technical committees are participants in this program, and it is hoped that through their combined efforts we can materially increase our research budget. We need the interest, technical cooperation and financial support of both our membership and the industry we serve, if the Society is to continue to make significant contributions to our engineering technology.

As a Society, we need to increase our educational efforts. The term "education" covers many facets, and includes professional and membership development, as well as those areas handled by our Education Committee. We should continue to lend our support to those programs designed to encourage students to choose engineering as a career. Equally important, however, are our efforts to acquaint engineering graduates with the opportunities which our own industry offers. Our Education Committee is encouraging the appointment of chapter committees to promote our education aims at the local level.

We must also maintain our efforts to interest qualified

individuals in joining our Society. A study conducted last year indicated that 37.1% of our Society membership fell within the age bracket of 50 years and older, while only 27.6% was 40 years of age or younger. It is hoped that the appropriate committees in local chapters will intensify their efforts to attract young engineers who are active in our field of interest to join our ranks. I'm sure the association will prove mutually beneficial.

Communication is an area in which we must maintain constant vigilance. It is felt that direct communication between our local chapters and national headquarters has improved materially over the past years. But, this is a two-way street, and the officers of each local chapter should furnish requested information relative to member and chapter activities. ASHRAE is a society made up of individual members, and good communication is absolutely essential for a well-knit organization.

Our Journal remains the vital communication link with those members who are unable to attend local chapter meetings. We are constantly striving to widen its editorial content, with the hope of gaining increased interest of all our members. You have been advised of the decision to augment our Guide And Data Book series by periodically publishing the basic engineering fundamentals in a separate handbook. This will allow more space for additional information in the annual volumes, without increasing their size.

Your new officers, directors and committee members are ever mindful of the responsibilities which they have assumed. We have a strong, well organized Society, and we solicit your suggestions to meet the challenges of the year ahead.