



ASHRAE'S FUTURE: COMMITMENT

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AS we end another outstanding year for ASHRAE under President Backer's leadership, let us take stock of our numerous accomplishments, while recognizing that many goals are as yet unfulfilled. The urgency of these tasks has been suggested by government action and world events as well as through our day-to-day activities as a professional society.

International signals in fiscal 1978-79 have again shocked us into the realization that the world *must* implement an energy conservation program that will help conserve its finite fuel supplies.

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In 1974, under the able leadership of President Rod Kirkwood, ASHRAE marshalled its forces to deliver to the world ASHRAE Standard 90-75, "Energy Conservation in New Building Design." This was done without regard to cost in terms of dollars and time by thousands of volunteers, and must be regarded as a herculean effort. Today, this standard has been changed into code language and has been used as a basis for building codes in many states and municipalities. Following issuance of this vital document, the AIA Research Corporation produced what is known as *Building Energy Performance Standards* (BEPS) which purport to simplify energy requirements for buildings by setting forth energy budgets for various types of buildings in terms of kw/sq. ft. or Btu/sq. ft./yr.

Through the lobbying effort of AIA, the U.S. Congress passed a bill mandating the BEPS theory as a system for conserving energy, with the Department of Energy being charged with the responsibility for writing and implementing regulations to enforce this law. As a result—and since Standard 90.75 is of a more prescriptive nature—ASHRAE has lost considerable impetus in the area of energy conservation in buildings. ASHRAE should and must play a leading role in the area of energy conservation in buildings, and with this in mind, we will want to do the following:

I. Through the President's Energy Council—a newly formed committee implemented by President Backer—we will provide a unified, coordinated approach to all matters

concerning energy usage in buildings. This will include coordination of energy activities of all ASHRAE standing and general committees, subcommittees and ad hoc committees working in this area.

II. ASHRAE will develop a comprehensive policy relating to energy usage in buildings. This policy will cover energy management not only inside buildings, but, if need be, will also assess energy sources.

III. ASHRAE must publish an updated Standard 90 Series consistent with reasonable consensus of the state of the art at the earliest practicable time.

IV. ASHRAE must establish guidelines or standards for energy conservation in existing buildings. Parts of Standard 100 are currently out for second public review. The remaining sections will soon be made available. Again, these standards must be published on the basis of reasonable consensus.

ASHRAE now serves some 38,000 members, has a 25-member Board of Directors—including 12 regional chairmen and 8 directors-at-large. Because of its large Board and the many members needing to be served, ASHRAE's current organization is becoming unwieldy. When you consider that all committees (and we do want to continue working through committees) report to the full Board, it can be seen that present methods are getting mired down with detail, thus precluding proper study and action on some very important issues which the Board must consider. To further complicate matters, should the Society continue to enjoy the present rate of growth, we should have a membership in excess of 80,000 by the year 2000, including overseas members.

To address this problem, I have appointed an outstanding Long-Range Planning Committee whose responsibility will be to study and make recommendations to the Board based on the following:

I. Reorganization of the Board of Directors so that subcommittees of the Board are formed to specialize in the following areas:

- Membership Services
- Publishing
- Energy
- Research & Technical
- Education
- Administrative

These subcommittees would receive committee reports, debate proposals made by committees in their area,

and make recommendations to the Board.

II. Creation of methodology and implementation of a program which will give our overseas members direct representation on the Board of Directors.

Our very capable staff has been operating over the past two years on the management by objectives (MBO) method. We have also implemented MBO in our various committees. A workshop at the Detroit meeting at which all Board members, and standing and general committee chairmen were present should make us all more conversant with the MBO approach. In this context I will suggest goals for all Society committees and will obtain commitment on those reasonable, agreed-upon goals.

Throughout this coming year, we will continue the Presidential Award of Excellence. Only minor changes to established criteria will be made. These criteria were delivered to all Regional Chairmen in Detroit, thus enabling them early in the fiscal year to work with their chapters, and helping them attain the Presidential Award of Excellence. The PAE provides for friendly competition between regions and between chapters within regions, and can enhance our Society's goals of research promotion, membership, education, attendance at meetings and at Chapters' Regional Conferences.

During the spring meeting of the President-Elect's Advisory Council (PEAC) I asked for the formation of small groups, each group being charged with identifying at least five societal needs and directed to provide me with appropriate recommendations. I received 17 recommendations from this blue ribbon group. The brainchild of Presidential Member Bruno Morabito, this new committee is now functioning well beyond expectations. The PEAC is to our Society committee structure what the RCC is to our regions and chapters. Consisting of the Directors-at-Large, PEAC is, in my opinion, a signal event in the operation of the Society. I am asking them to continue their hard work, confident that they will issue recommendations throughout the year and assist President-Elect Sepsy in the formulation of his 1980-81 program.

We have an ambitious but attainable program for this coming year. In my opinion, it is ASHRAE's duty to provide the technology for conserving energy in buildings. We

have estimated that through known conservation methods we can save, in the U.S. alone, the equivalent of over 1 million barrels of oil per day, or about 5% of the U.S. total usage. This is the same as finding a huge oilfield which produces 1 million barrels of oil per day! I have no doubt that we can do much better since many of our existing buildings are truly energy "hogs." ASHRAE must not fade into the background in this area; we must lead the way. I know ASHRAE can do this because of its people—its finest assets. In my 32 years of membership I have come to realize that ASHRAE is unlike any other society I know. I have given careful thought as to why this is true—why this *esprit de corps* exists in ASHRAE. The answer is best described by one word— COMMITMENT.

As you know, we work on the committee system. When the President of the Society, a regional chairman, a committee chairman or a chapter president gives an assignment to a member, he is handling a task over for safekeeping and for action. He entrusts a responsibility to this particular individual. The individual then pledges or promises to involve himself and agrees to do the job entrusted to him. These two elements are what COMMITMENT is all about.

Our membership is drawn from the entire heating, refrigerating, ventilation and air-conditioning industry and includes members from service, sales, design, construction, manufacturing and administration. We have our differences, that is true. However, in every case I know, because of commitment and despite the differences, ASHRAE ultimately got the job done.

It is because of this commitment that ASHRAE has achieved unity through diversity and has grown from 75 members in 1894 to over 38,000 members today, serving 133 chapters, and 25 associate societies worldwide.

I am proud to serve and honored to lead the Society during the coming year. On the other hand, I stand in awe of the job that ASHRAE has to do over the next few years. We must plot our course with extreme care and all of us must do our job, step-by-careful-step, to attain the goals we set. I pledge that your Executive Committee and the Board of Directors are committed to serve you. I am confident that we will reach our goals because our PEOPLE are committed. □ □