



Shaping Tomorrow's
Built Environment Today

PUBLICATIONS COMMITTEE

Minutes

Conference Call

Thursday, May 11, 2023

11:00 a.m. EST

Webex

MEMBERS ATTENDING: Gerardo Alfonso, chair
Vinay Ananthachar, vice chair
Atilla Biyikoglu
Jennifer Isenbeck
Kurt Monteiro
George Pantelidis
Karen (Kay) Thrasher
Megan Tosh
Blake Ellis, BOD ExO
Dunstan Macauley, CO

STAFF PRESENT: Cindy Michaels, staff liaison, Editor of Special Publications
Kelly Barraza, Managing Editor of *ASHRAE Journal*



MAJOR MOTIONS		
No.	Motion	Vote*
1	To approve the minutes of the Publications Committee conference call held on April 13, 2023.	PASSED via voice vote, CNV

* Votes for these motions are recorded as yes-no-abstain; CNV = chair not voting.

ACTION ITEMS		
No.	Responsibility	Action Item
		(none)

1. Call to Order and Pronouncement of Quorum

Gerardo Alfonso called the meeting to order at 11:07 a.m. Eastern Time and noted that a quorum was present.

2. Roll Call

Cindy Michaels called the names of the members in attendance.

3. ASHRAE Code of Ethics Commitment

Gerardo Alfonso read the following excerpt from the ASHRAE Code of Ethics:

In this and all other ASHRAE meetings, we will act with honesty, fairness, courtesy, competence, inclusiveness and respect for others, which exemplify our core values of excellence, commitment, integrity, collaboration, volunteerism and diversity, and we shall avoid all real or perceived conflicts of interests.

(Code of Ethics: <https://www.ashrae.org/about/governance/code-of-ethics>)

(Core Values: <https://www.ashrae.org/about/ashrae-s-core-values>)

4. Review and Approval of the Agenda

It was moved and seconded that the agenda for this conference call be adopted as is.

5. Approval of Past Meeting Minutes

It was moved and seconded to approve the minutes of the April 13, 2023, Publications Committee conference call (**MOTION #1**):

Motion:

To approve the minutes of the Publications Committee conference call held on April 13, 2023.

MOTION #1 PASSED with a voice vote (no no votes, no abstentions, CNV).



6. Publications Committee MBOs

Cindy Michaels shared the Publications Committee 2022-2023 MBOs ([available on Basecamp](#)) and Gerardo Alfonso asked the leads of the MBO subcommittees to report on the progress of each MBO.

For MBO #1, Vinay Ananthachar reported that the subcommittee met and determined recommendations and the next steps for this applications guides task. The recommendations include that because a market exists for a Heating and Cooling Load Calculations Application Guide, this should be the first guide created and that this guide should be produced in concert with the efforts of TC 4.1. The next steps include the following:

- Establish a liaison with TC 4.1 to coordinate efforts on the creation of the application guide.
- Establish a liaison with Young Engineers in ASHRAE (YEA) to tailor the new application guide to the market demands of younger engineers.
- Review sales data on a regular (quarterly) basis.
- Develop a framework or instructions to identify potential topics and authors on an ongoing basis.

For MBO #2, Jennifer Isenbeck reported that she intends to create a PowerPoint presentation or Word file for committee review of tools, tips, dos and don'ts, etc., for guidelines for producing and promoting international videos online with ASHRAE but first needs to know what international platforms beyond YouTube are safe to use. She said the subcommittee may engage with Communications Committee and Members Council for feedback and dissemination of the guideline once it is complete.

For MBO #3, Isenbeck reported that the subcommittee intends to collaborate with Communications Committee and CTTC for their feedback on a draft policy regarding guidelines for publishing chapters' and regions' videos once the draft is complete.

For MBO #4, Ananthachar reported that the subcommittee met and has developed the following list of recommendations for the committee's performance metrics task:

- Review sales data on a quarterly basis
 - Work with ASHRAE staff to see if this is feasible
- Sales report categorized by customer type
 - Publication type such as books, CDs, PDFs
 - Sales by country or chapters/region
 - High-selling and low-selling publications
- Identify potential international markets outside of US and Canada based on sales data

Michaels was asked whether reports of top-10 and bottom-10 sellers and sales by country could be pulled regularly; she indicated she would get in touch with the staff responsible for pulling reports and inform the committee of the response.

For MBO #7, Kurt Monteiro reported that he's been doing some work with GAC that will help with this task of developing guidelines for promoting videos for government use and will have something to share with the committee in Tampa.

For MBOs #8 and #9, Atilla Biyikoglu gave a presentation with recommendations and a real-world example of how the recommendations can be put into practice. This presentation is included with these minutes as [Attachment A](#).

For MBO #10, Kay Thrasher reported that the subcommittee has met several times and has determined that the task of developing a metric for a Video Award is premature and not within the scope of this committee. It also requires a large time commitment. Therefore, the subcommittee recommends this MBO be discontinued, perhaps to be brought back at a later time.

For MBO #11, George Pantelidis reported that the subcommittee met and developed metrics that can be used for determining winners of an App Award. These metrics are attached to these minutes as [Attachment B](#).



7. Suggested Committee Document Cleanup

7.1. TC Chairs Handout

Cindy Michaels noted that she has already updated the TC Chairs Handout to replace John Falcioni's name with *ASHRAE Journal* Managing Editor Kelly Barraza and that she's included Kaitlyn Baich as the appropriate contact for *Insights*.

Michaels also suggested that the committee could make a version of this handout for chapters that could be posted on the chapters' resources webpage and be included in Chapter Notes. She suggested it could include language requesting feedback/suggestions on what types content they'd like to see translated.

7.2. Reference Manual

Cindy Michaels noted that she and Vinay Ananthachar had not yet addressed updating the committee's Reference Manual to make clear the distinction between the new *ASHRAE Journal* article type and the traditional Technical Feature Article but would discuss it before the upcoming conference in Tampa.

8. New Business

8.1. Presidential Ad Hoc on Potential Applications for Generative AI and Machine Learning Within ASHRAE

Jennifer Isenbeck discussed with the committee the document "Short Report on Potential Applications for Generative AI (Artificial Intelligence) and Machine Learning Within ASHRAE" by Society Treasurer M. Dennis Knight ([available on Basecamp](#)). She noted that although there is not yet an official ad hoc committee on this topic and there is no specific mention of Publications Committee in the report, she felt this information is important and relevant for this committee in particular and ASHRAE members in general. She noted that ASHRAE will look into engaging someone to help the Society protect its intellectual property. Isenbeck encouraged anyone interested in participating in discussions on this topic to contact Dennis Knight.

Dunstan Macauley added that he believes Publications Committee will play a large role in ASHRAE's actions on this topic, because generative AI presents a huge opportunity for the Society to use it for publications and translations. He reiterated the importance of ASHRAE protecting its intellectual property, as well.

9. Announcements

9.1. Commendation of *ASHRAE Journal* Staff

Jennifer Isenbeck commended the *ASHRAE Journal* staff and podcast staff for their great work. She says she has listened to some of the podcasts and they have been a great addition to ASHRAE's offerings and that she really enjoyed them. She encouraged other members to listen if they haven't already. She also questioned whether the committee should help promote the podcasts or advocate for increased funding for this work.

Kelly Barraza, Managing Editor of *ASHRAE Journal*, thanked Isenbeck for her commendation and noted that Journal staff has been working very hard on the podcasts. She said she will relay Isenbeck's comments to the staff members, especially the podcast producer, Chadd Jones.



9.2. Tampa Meeting Day and Time

Cindy Michaels reminded everyone that the Publications Committee meeting at the upcoming conference in Tampa is scheduled for Saturday, June 24, from 8:00 a.m. to 12 noon.

10. Adjournment

Gerardo Alfonso thanked everyone for their work on the MBOs and adjourned the meeting at 12:05 p.m.

Respectfully submitted,

A handwritten signature in black ink that reads "Cindy Michaels".

Cindy Michaels
Staff Liaison to Publications Committee
Editor, Special Publications



Publications Committee

**Subcommittee Report
for
ASHRAE products**

May 5th, 2023



Agenda

Introduction

Primary goals

Product Sales Status Analysis

Road Map

Timeline



Introduction

A road map was created to increase the use and benefit rates of products with low sales by determining the status of ASHRAE products on the basis of their sales. An implementation plan to increase international outreach for best-selling products was put into use. An application example was created to improve awareness, benefit and usage rates by using low-selling products and high-selling products together.





Primary goals

Publication Sub-Committee on MBO #8 & MBO #9





Identify all unprofitable/unused publications and formulate an action plan

MBO #8





Increase International Outreach of ASHRAE Publications

MBO #9

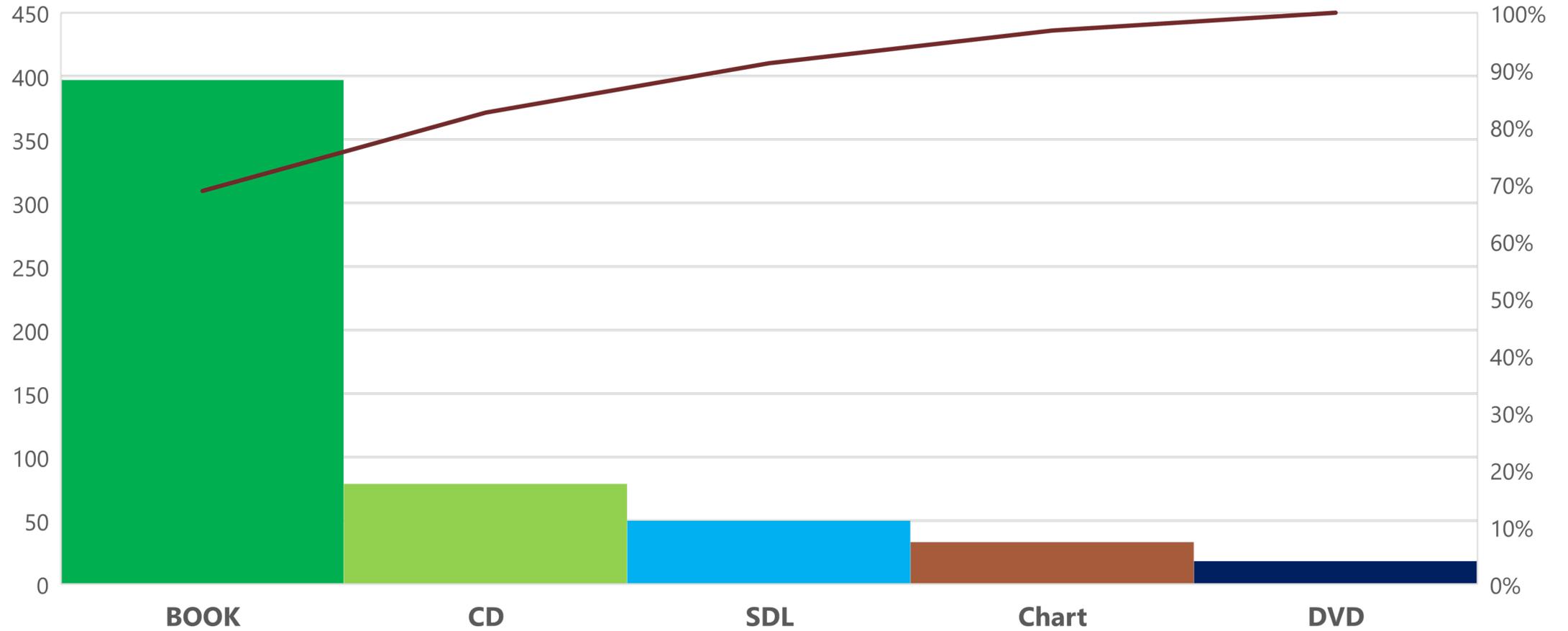




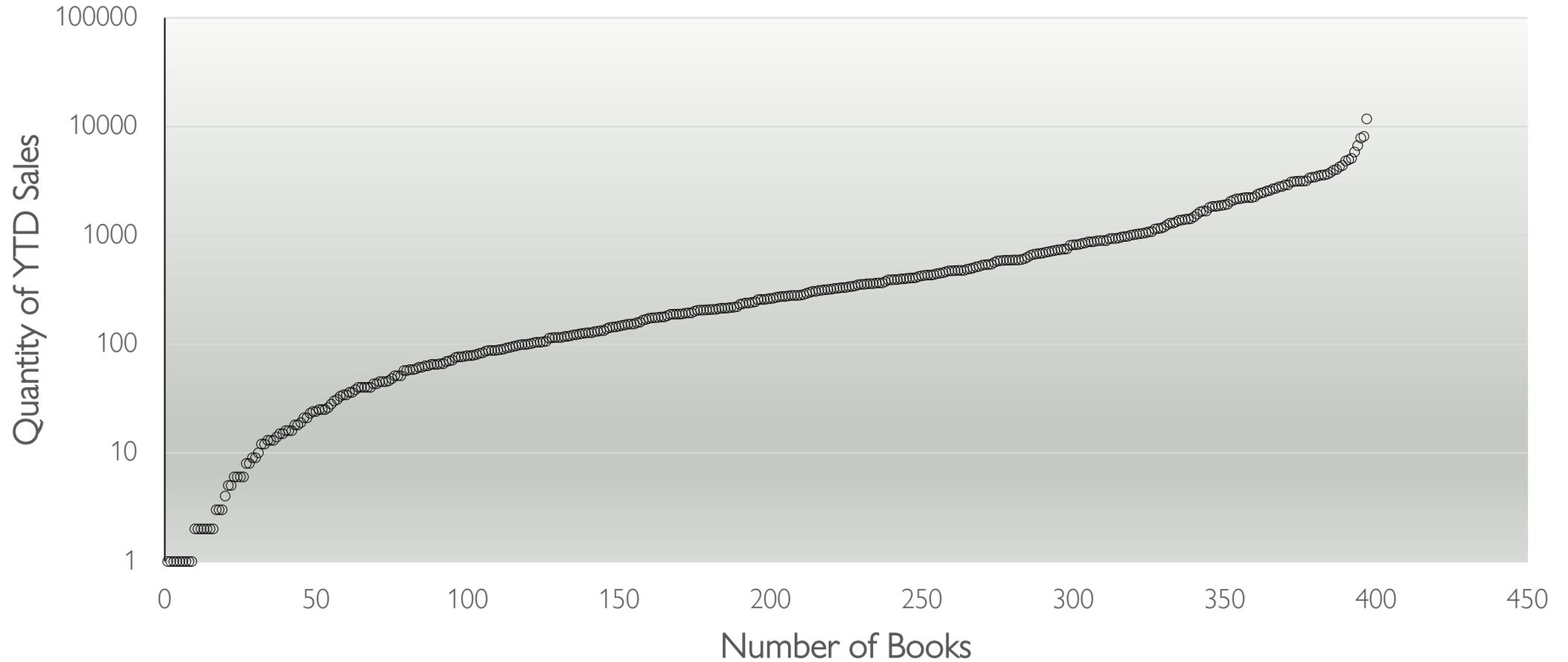
Product Sales Status Analysis



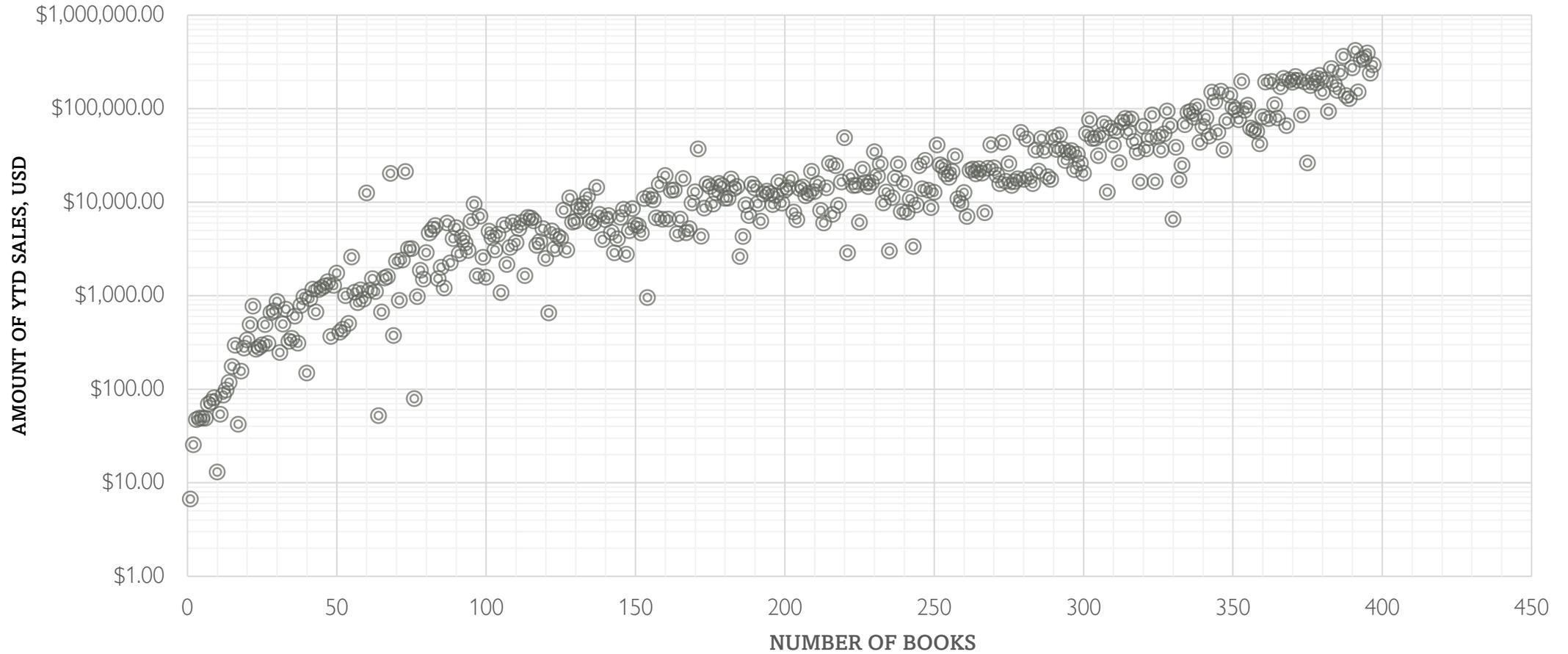
Comparison of Product YTD Sales



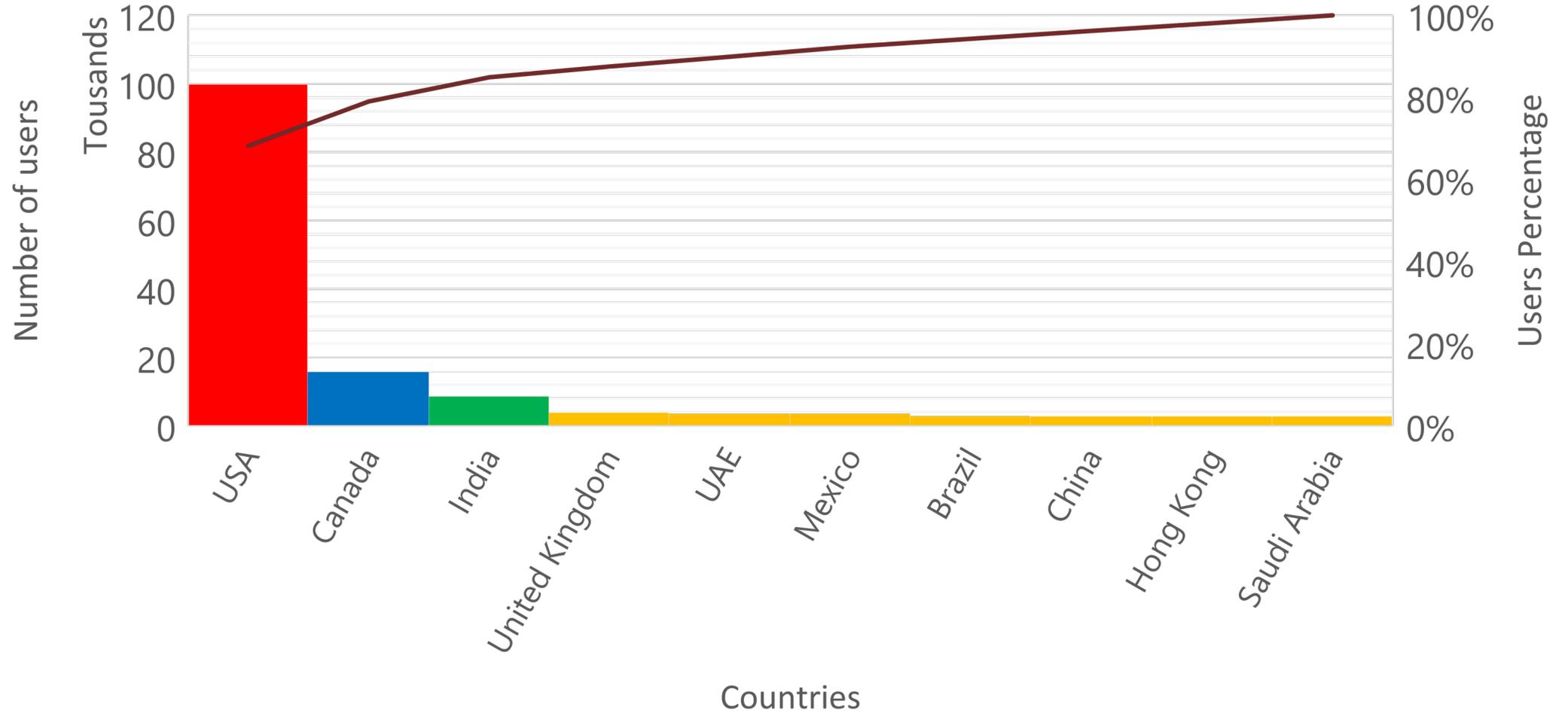
Quantity of YTD Sales vs Number of Books



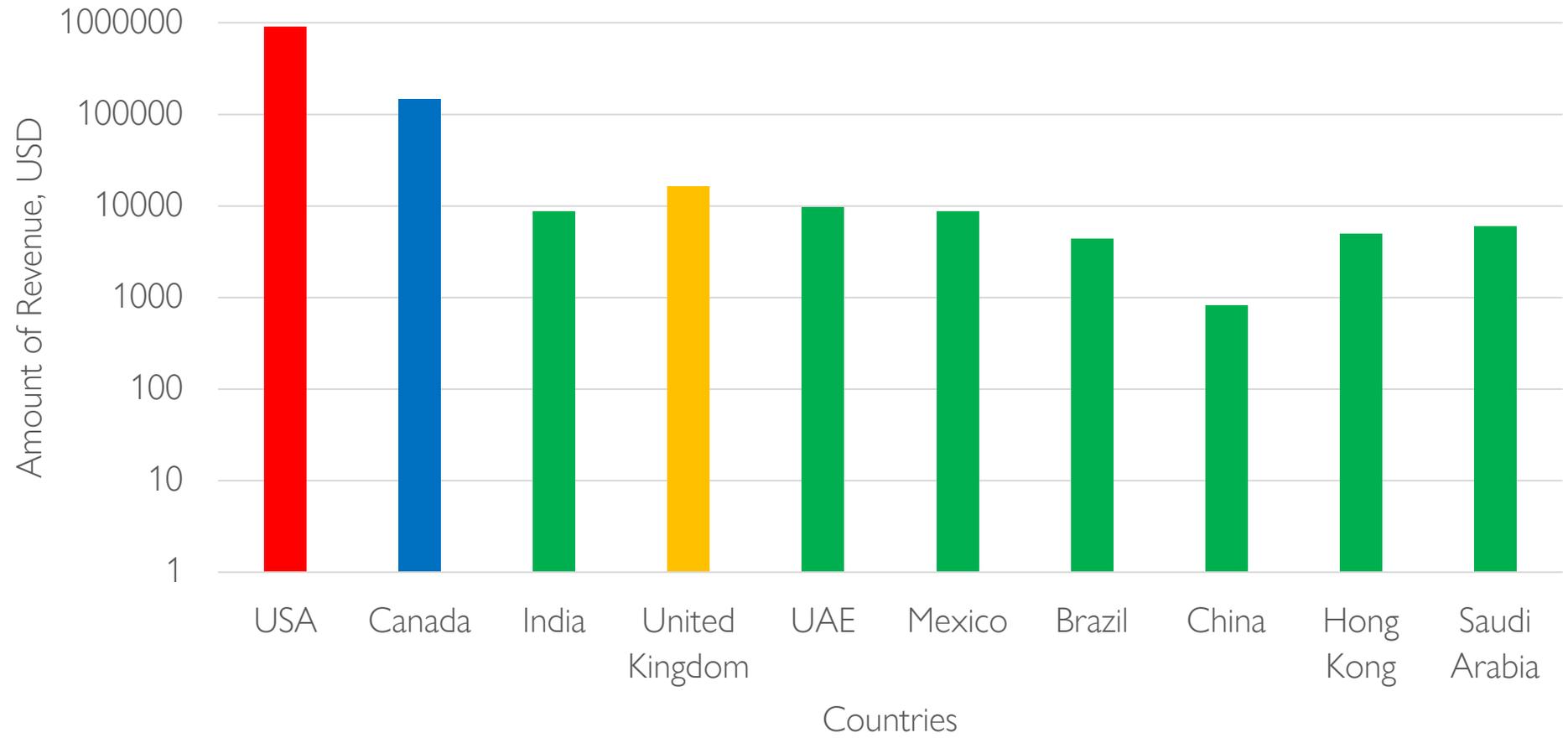
Amount of YTD Sales vs. Number of Books



Number of Users vs. Countries



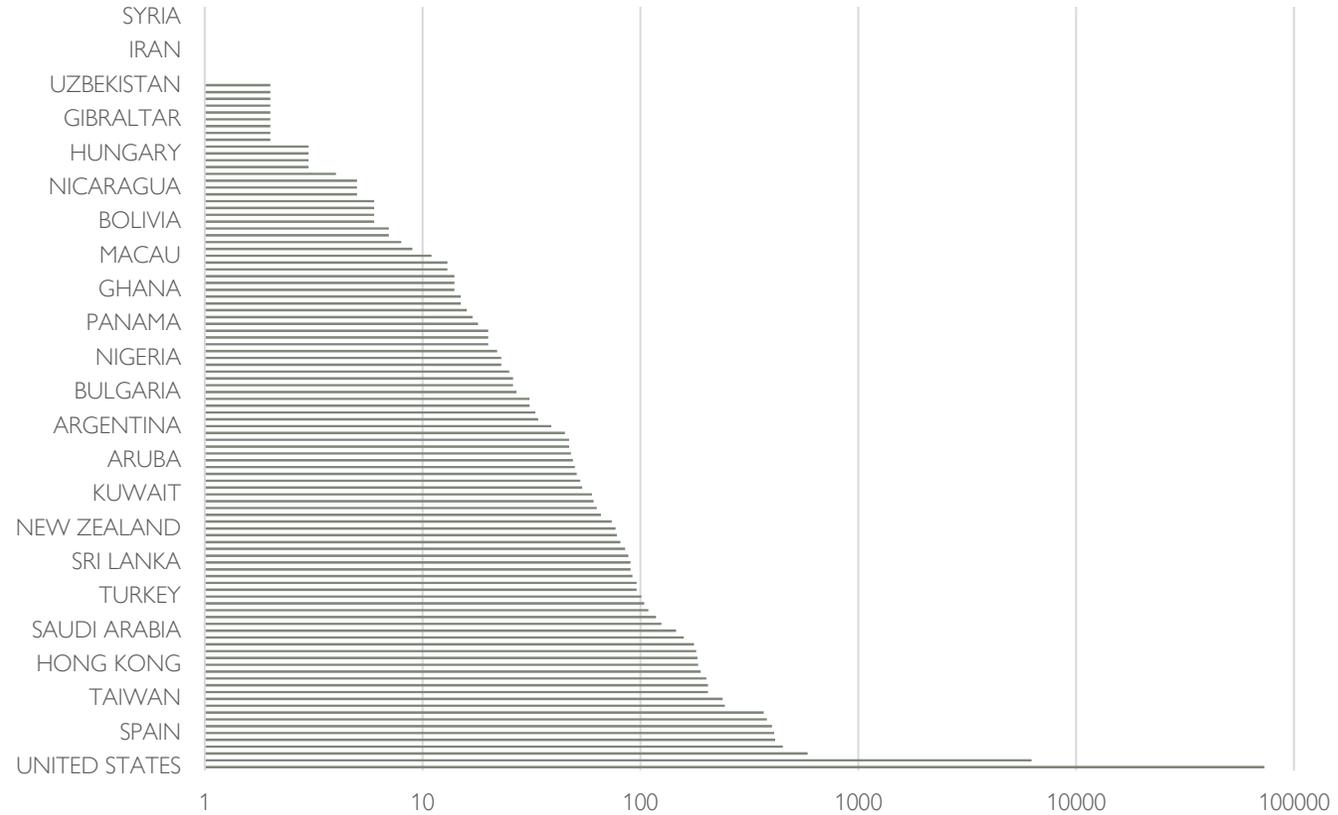
Revenue vs. Countries



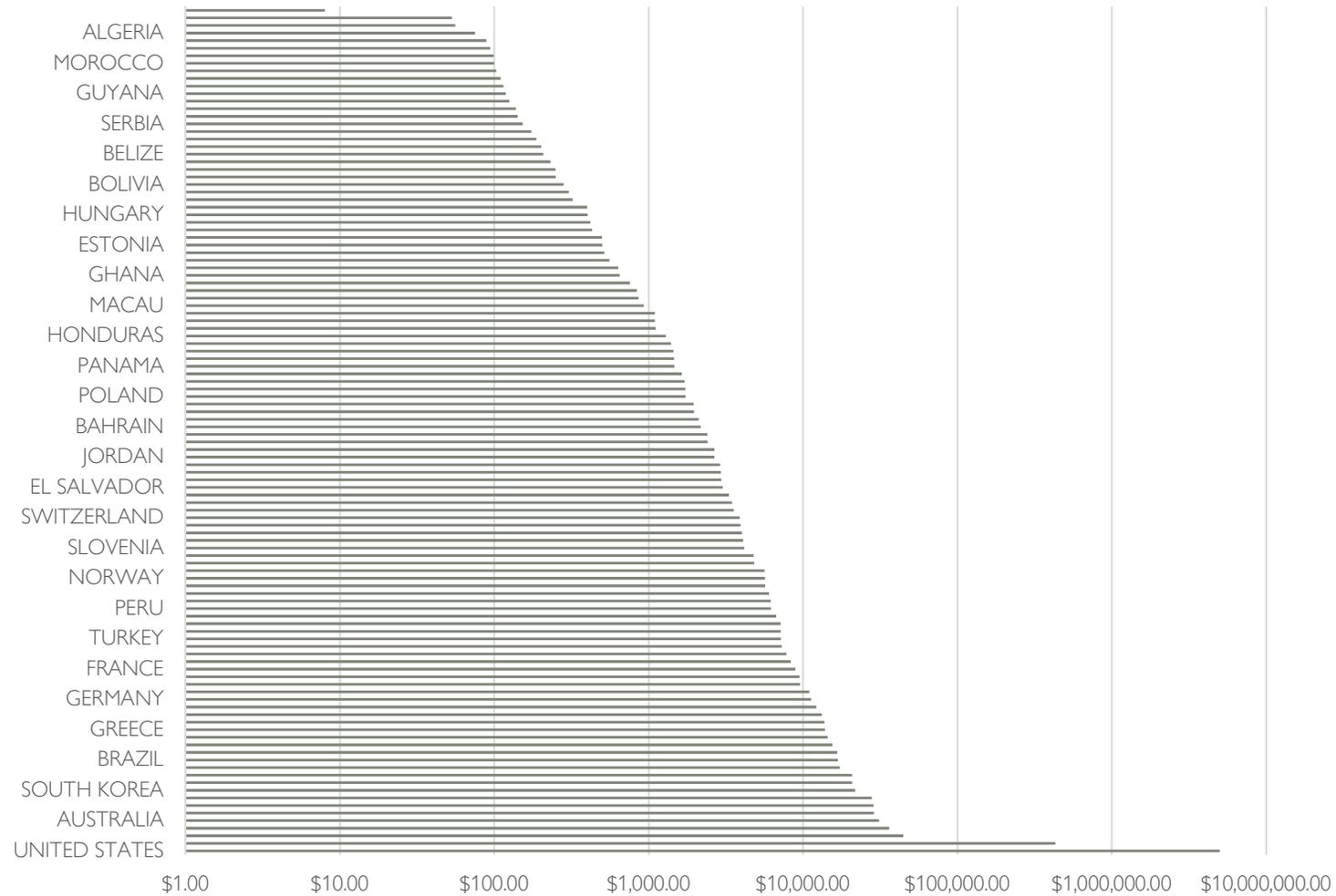
ASHRAE 2022 GLOBAL TRAFFIC

Country	Users	Sessions	Transactions	Revenue (USD)	Country
USA	99783	136673	6296	900715	USA
Canada	15808	23270	1035	148150	Canada
India	8603	11734	67	8766	India
United Kingdom	3841	5247	109	16240	United Kingdom
UAE	3555	5482	80	9583	UAE
Mexico	3527	5416	73	8791	Mexico
Brazil	2850	4107	35	4402	Brazil
China	2795	4385	15	816	China
Hong Kong	2766	3796	54	4923	Hong Kong
Saudi Arabia	2762	4314	40	5995	Saudi Arabia
Sub Total	146290	204424	7804	1108381	Sub Total
Global Total	198793	280638	9216	1319372	Global Total

ASHRAE Sales by Quantity over 112 countries between 02/22/2020 to 2/22/2023



ASHRAE Sales by Cost over 112 countries between 02/22/2020 to 2/22/2023





Road Map for Products

“

The main purpose should be to increase the widespread use and utilization rate of the products, however, the amount of sales will increase automatically

”





Road Map for Products

1. Determination of customer classes addressed by the products
2. Identifying customer needs
3. Determination of sub-products for the scope of need





Road Map for Books

1. Customer class: student
2. Student needs: university courses, tools to be used in the course, problem solution booklet, software etc. tools, reference books
3. Sub-products: the tools (book, software, solution booklet, etc.) for the scope of need (course content)





Application Example

A Master's Course titled "Special Topics in Mechanical Engineering", which includes air conditioning and its applications, was included in Altınbaş University Mechanical Engineering English Master's Program by ASHRAE Turkish Chapter.





Application Example

The course content was created by 4 experienced ASHRAE TC Board members (2 faculty members and 2 engineers) and started to be given in the Altınbaş University English Master's Program in the 2022-23 Spring semester.





Application Example

For the application of the course in Turkish Master's Programs, the translation of the "Understanding Psychrometrics" book to be used in the course into Turkish was started in 2022 and is aimed to be completed in 2024.



Course Instructors



Turhan Karakaya

Vice President Hisence HVAC
GAC, ASHRAE TC



Bahadırhan Tari

S&P AFS General Director
Past President, ASHRAE TC



Kadir İsa

Retired Academician
HVAC professional,
Treasurer, ASHRAE TC



Mehmet Zahid Poyraz

Academic Staff & Manager S&P AFS
President Elect, ASHRAE TC



Bahadırhan Tari, Past President ASHRAE Turkish Chapter

He was born in 1969 in Istanbul. He graduated from Sivas Technical High School Electrical Department in 1985 and graduated from METU (Gaziantep) Mechanical Engineering Department in 1991. He worked as a field engineer, site manager, project manager, sales and marketing manager in HVAC sector. Currently, He works as a Factory Manager in S&P AFS Ventilation Systems Inc. He is a member of ASHRAE, TTMD, İSKİD and MMO.



Kadir İsa, Treasurer ASHRAE Turkish Chapter

After graduating from a technical high school mechanical department, he completed his undergraduate, graduate and doctorate degrees in mechanical education/mechanical engineering at Gazi, Istanbul and Sakarya University respectively. He studied at Huddersfield University (UK) and Eastern Florida State College (USA) in the field of instructional techniques and HVACR technology. He has taught various HVACR courses at community colleges as well as mechanical engineering department in Türkiye for almost 35 years. He is a founding member of ASHRAE Turkish Chapter (TC 03.02-Refrigerant Contaminant Control). He also is a member of IOR (Institute of Refrigeration) and IIAR (International Institute of Ammonia Refrigeration). He has retired from mechanical engineering department in 2022. His areas of interest are energy efficiency in refrigeration systems and alternative/natural refrigerants. He serves as a treasurer in the ASHRAE Turkish Chapter for the period 2022-23. In the previous periods, he also served as SAC and secretary for two terms.



Mehmet Zahid Poyraz, President Elect ASHRAE Turkish Chapter

He graduated from Erciyes University Engineering Faculty Mechanical Engineering Department in 1999. He received his MBA from College of Saint Rose University in 2002 and PhD in Business Administration from Istanbul Zaim University in 2022. He worked as a sales representative at BMR ENTERPRISES between 2001-2005, as a Foreign Trade Specialist at AFS BORU SAN TIC. AŞ between 2005-2007 and as a Purchasing Coordinator at AFS BORU SAN. A.Ş. between 2007-2009. He served as General Coordinator between 2009-2015 at AFS. Since 2015, he's been working at S&P AFS HAV. SİS. A.Ş. as the General Manager. Dr. Poyraz has been working as a part-time Instructor at Altınbaş University since March 2023.



Turhan Karakaya, GAC ASHRAE Turkish Chapter

Since 1993, he has undertaken many important positions such as Site Manager, Field Operations Manager, Service Manager, Product Manager, Sales and Marketing Manager, R&D Manager, Engineering Manager, Marketing and Product Management Strategies Directorate, Headquarters and Board of Directors in International and Global companies. In addition, he has an academic background as an instructor in Mechatronics at Bahçeşehir University. He works as a founder, manager, leader and educator in many Non-governmental Organizations (NGOs) in the sector. Especially in the air conditioning profession, as one of the well-known trainers of the sector, he is a businessman who has taken it upon himself to share his experiences with all levels from master to engineer. He has Bachelor's Degrees in Mechanical Engineering, Mechatronic Engineering, Industrial Engineering and Business Administration. He also has Master's Degrees in Engineering Management and MBA-(Master of Business Administration)



Course Content – «Special Topics in Mechanical Engineering»



HVAC Sector	Thermal Comfort	Psychrometrics	HVAC Systems	System Selection
Mehmet Z. Poyraz Kadir İsa 1st Week From Global and Turkey's point of view	Kadir İsa 2nd Week	Kadir İsa 3rd and 4th Weeks Humid Air Thermodynamics	Kadir İsa 5th Week	Turhan Karakaya 6th Week HVAC system selection criteria

Course Content – «Special Topics in Mechanical Engineerign»



Heat Loss	Heat Gain	Design of Ventilation System	VRF Systems	Design of Mechanical System
Turhan Karakaya	Turhan Karakaya	Bahadırhan Tari M. Zahid Poyraz	Turhan Karakaya	Bahadırhan Tari
7th Week	8th Week	10th and 11th Weeks	12th Week	Turhan Karakaya
				13th and 14th Weeks

Course Topics-Suggested ASHRAE Products

No	Course Topics	Suggested ASHRAE Products	YTD Sales
1	HVAC sector from Global and Turkey's perspective	20th Century Air Conditioning	D-1/26
2	HVAC and Thermal Comfort	Thermal Comfort Tool CD-ROM	746/1236 (v2)
3	Humid Air Thermodynamics and Psychrometrics	Understanding Psychrometrics	D207/841
		Fundamentals of Psychrometrics (Instructors Manual & CD)	SI D22/36(IP-SDL-5)
			IP D156/261(IP-SDL-5)
4	HVAC Systems	Fundamentals of HVAC Systems	SI D33/114 IP D82/249
		PRINCIPLES OF HVAC (Sol'n Manual)	3955 (530)
5	HVAC System Selection Criteria	HVAC Simplified (Sol'n Manual)	6655 (407)
		HVAC1-Toolkit CD ROM	312
		HVAC2-Toolkit Algorithms/subroutines	19

Course Topics-Suggested ASHRAE Products

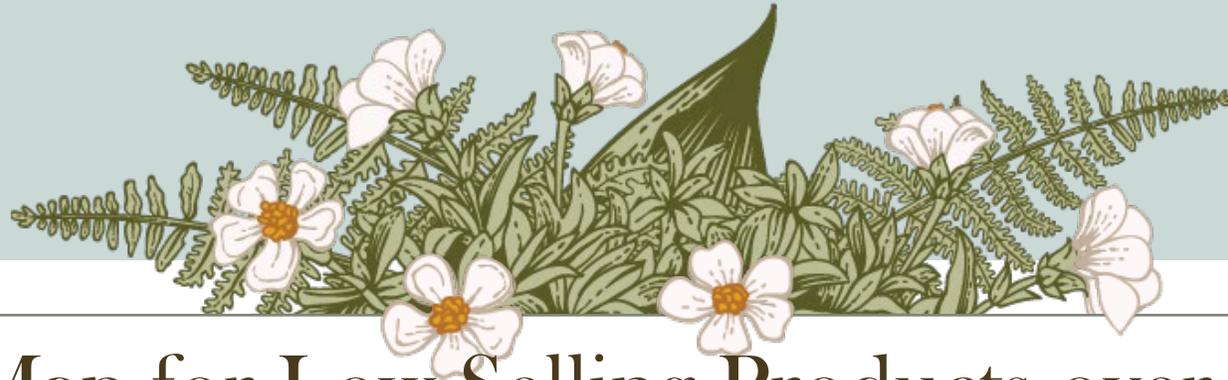
No	Course Topics	Suggested ASHRAE Products	YTD Sales
6	Heat Loss Calculation	Fundamentals of Heating and Cooling Loads I-P	IP-SDL-274
		LOAD Calculation Principles	3168
		Load Calculation Applications Manual	SI-D-59/312/213 2nd Ed
			IP-D-353/1666/517 2nd Ed
Toolkit for Building Load Calculations	CD-271/w-2		
7	Heat Gain Calculation	Fundamentals of Heating and Cooling Loads I-P	IP-SDL-D-264
		LOAD Calculation Principles	3168
8	Design of Ventilation System	Air-Conditioning System Design Manual, 3rd ed.	D-82/200 (D-257/2672-2nd Ed)
		Fundamentals of Air System Design	SI-SDL-D-118/SI-SDL-262
			(IP-SDL-D284/IP-SDL-279 2nd Ed)
9	VRF Systems	Fundamentals of HVAC Systems	IP-D-82/249//SI-D-33/114
		Principles of HVAC (Sol'n Manual)	3955 (530)
10	Design of Mechanical System	HVAC Simplified (Sol'n Manual)	6655(407)
		HVAC1-Toolkit CD-ROM	312
		HVAC2-Toolkit: Algorithms and Subroutines for	19



Road Map for Low Selling Products over Books

1. Identification of universities that need courses related to HVAC-R
2. Collaboration to use low-selling books for course material development on BEQ or within the scope of ASHRAE-UNEP University Course
3. Identifying the relevant books by scanning the titles of “heating”, “ventilating”, “air conditioning”, “cooling”, “refrigeration”, “hvac”, “load”, “psychrometrics”, “thermal comfort” and “design” among the low selling books





Road Map for Low Selling Products over Books

4. Determining possible course scenarios for each topic and creating HVAC-R related course materials for University students
5. Matching course topics with bestselling/low-selling ASHRAE books and adapting the books to the curriculum
6. After the course scenarios are determined, negotiating with CTTCs for translations into local languages in order to increase the use of the low-selling books by the students.

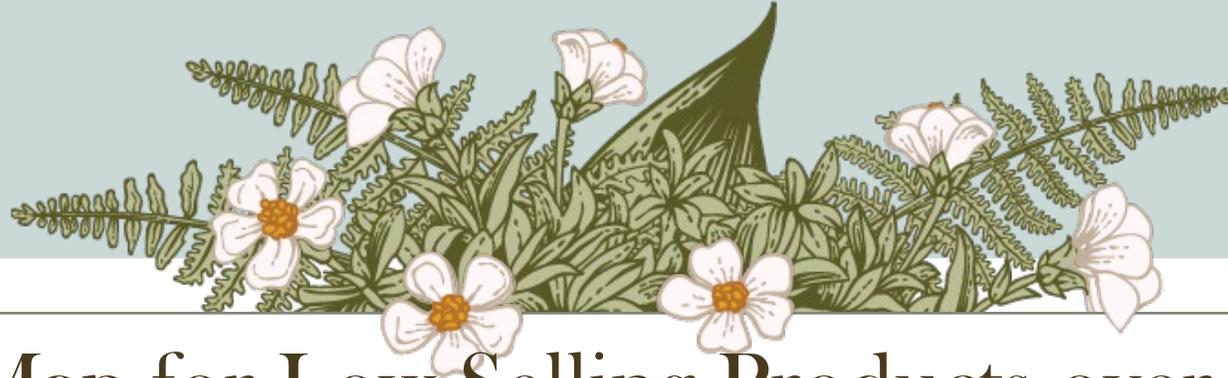




Road Map for Low Selling Products over Books

7. Negotiating with SBAs and conducting promotional activities to include course proposals in the University curriculum
8. If possible, the lecturers will be selected from within the local chapter and,
9. if necessary, a DL to be determined by the Society through the local CTTC will make a presentation as an invited speaker within the scope of the course.





Road Map for Low Selling Products over Books

10. Identifying ASHRAE products to be used as course material that will be marketed directly to students, and software and similar tools that can be offered to students' collective use through the university.

11. Marketing activities for students directly or through the University via CTTC





Road Map for Standards

1. Customer class: engineers and architect
2. The needs of engineers and architects: relevant standards and regulations
3. Creating product awareness by classifying the regulations and standards within the scope of need, by promoting the standards through CTTCs, trade and stock exchange associations of countries, chambers of mechanical engineers and architects and similar institutions and organizations.





Application Example

On the HVAC web page * prepared by the Union of Chambers and Commodity Exchanges of Turkey (TOBB), the link ** for the ASHRAE 228 “Standard Method of Evaluating Zero Net Energy And Zero Net Carbon Building Performance” Standard published in 2023 has been given and its promotion has been provided by Atilla Bıyıkoğlu.





Application Example

TOBB HVAC web page *

<https://iklim.tobb.org.tr/index.php/duyurular/338-ashrae-i-lk-sifir-net-enerji-ve-sifir-net-karbon-standardini-yayinladi>

the link ** for the ASHRAE 228 Standard

<https://www.ashrae.org/technical-resources/bookstore/ansi-ashrae-standard-228-standard-method-of-evaluating-zero-net-energy-and-zero-net-carbon-building-performance>



Timeline





Thank you



Atilla Bıyıkođlu

abiyik@gazi.edu.tr

App metrics

i. Apps developed by ASHRAE members

0: if not

1: if yes

ii. Number or downloads

Scale 0-1: 4-5 categories will be created (for example 0-500, 500-1000, 1000-2000 etc). The range for each category will be decided according to existing data

iii. Availability in multiple OS (iOS, Android etc)

0: if not

1: if yes

iv. Durability over time.

Scale 0-1: the scale will be the ratio P/N where:

- P: is the number of years where the annual number of downloads is greater than 10% of the mean annual download (i.e. total downloads divided by total years the app is available)
- N: is the total years the app is available

The overall score will be the sum of the four metrics.