



*As you are making your presentation about the ASHRAE Reach program feel free to include any of the following talking points.*

### **ASHRAE Membership**

There is no better investment in your company than making an investment in your personnel through an ASHRAE membership experience.

Support of your employees through support of their ASHRAE membership provides:

- Access to engineering and building technology resources, which they need to be current and to maintain your company's competitive edge.
- Access to a worldwide best practices network of innovative industry leaders
- Opportunities to develop professional growth such as communication, management and leadership skills
- Opportunities to influence the direction of the industry through participation on committees that create standards and guidelines, participate in research and develop other technical resources.

### **Technical Resources**

ASHRAE members gain direct access to latest industry technology through:

- The four volume ASHRAE Handbook
- *ASHRAE Journal*
- *High Performing Buildings* magazine
- ASHRAE research reports
- Professional certifications
- Training for professional development, standards implementation and emerging applications
- Discounts on hundreds of industry publications and thousands of conference papers, as well as conference registration

### **Influence the Evolution of the Built Environment**

ASHRAE members influence the evolution of building technology and industrial application via:

- Creating industry standards and recommended procedures and guidelines. ASHRAE's more than 200 standards serve as the basis of testing and design practice around the world.
- Developing research about material properties and building physics and the application of innovative technologies for commercial use. ASHRAE averages some 300 active research projects annually with a combined value of more than \$12 million.
- Serving in advisory roles to government at local, regional, national and international levels.

### **Professional and Personal Growth**

ASHRAE offers countless opportunities for developing an individual's potential through volunteer participation work. Benefits include:

- Learning how to motivate others
- Strengthening leadership skills
- Setting objectives and milestones
- Improving technical skills and the ability to work on technical issues
- Building and maintaining professional networks
- Developing team building skills
- Participating in community outreach
- Sharing ideas and putting those ideas to the test of peer review

### **Foundational Premise**

ASHRAE and predecessor organizations were based on:

- Making business easier by standardization
- Consistency saves business money
- Common basis creates competitive markets
- Equalization of building component complexity
- Innovation with standardization creates business opportunity

### **ASHRAE Today**

- ASHRAE's volunteer-based business model
  - Volunteers bring the latest innovative information
  - Volunteers represent all aspects of built environment industry
  - Volunteers are validated by their individual membership role
    - No corporations are ASHRAE members
    - Corporations have strongly supported this model

### **ASHRAE at a Glance**

- Some 55,000 members
  - Over 140 countries
  - Almost 12,000 outside North America
  - Over 175 local chapters with 14 regions
- \$27 million operating budget
- \$5 million research budget at any time
- 120 staff based in Atlanta, Georgia; three staff based in Washington, D.C.

### **ASHRAE Business Model**

- ASHRAE continually promotes its paramount role of building, refrigeration and component standardization
- Government regulation can be a significant alternative
  - Frequently politically driven
  - Could occur at national, regional, state (provincial) level
  - May be written by those with limited knowledge
  - ASHRAE driven by technological innovation
  - ASHRAE strives to develop consensus standards

### **ASHRAE Product Portfolio**

- ASHRAE's Premier Building Standards:
  - 90.1, Energy Efficiency for Commercial Buildings
  - 90.2, Energy Efficiency for Residential Buildings
  - 62.1, Indoor Air Quality for Commercial Buildings
  - 62.2, Indoor Air Quality for Residential Buildings

- 55, Thermal Comfort
  - 34, Designation and Safety Classification of Refrigerants
  - 15, Safety Code for Mechanical Refrigeration
  - 189.1, Green, High Performing Commercial Buildings
- Over 200 standards in various phases