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Society problems and plans

As your new officers, directors and committees take over for the new Society year, starting this month, it is appropriate to take inventory of our strengths and weaknesses and consider plans for the future. An awareness of these will help members to contribute more meaningfully to the development of the Society and the profession, and to benefit thereby from improved Society operations.

Substantial progress has been made since the merger of the predecessor societies in establishing a strong, dynamic society. For instance, the Society has been able to strengthen materially its research and technical activities, the Guide And Data Book and its Journal. The programs at annual and semiannual meetings have reached new peaks of excellence at national, regional and chapter levels of interest. Finally, the Society has been able to reduce expenses, eliminate deficit financing and operate on a balanced budget basis.

Despite this impressive list of accomplishments there are still a number of problems which need attention while we continue to improve the many facets of our operations. Some of these include the necessity of fulfilling our obligations to the United Engineering Center Fund, the necessity of rebuilding contributions from industry for research, continued improvement of editorial content in and increased advertising income from our Journal, improved services to minority groups in our membership and the acceleration of membership growth.

In the May issue of the ASHRAE Journal it was reported that it is the united opinion of the Board of Directors that our pledge of \$250,000 to the UEC Fund Raising Campaign is a debt of honor that should and must be paid. As of the end of May only 42 per cent of this goal had been reached. However, since Region X and 7 chapters in other regions have attained one-hundred per cent of their respective quotas, it appears that the solution is to apply their successful methods to other chapters. Plans are now being formulated to do this.

The Society's new and effective research and technical program is being developed aggressively in anticipation of increasing industry contributions that would justify this action. This has necessitated the withdrawal of reserves from the Research Fund for the year 1962-63 and it will necessitate further withdrawal in 1963-64. To meet these increased needs, it is planned to expand efforts to solicit funds from the major portion of the manufacturing and engineering firms that are in our industry through a Research Fund Raising Committee, aided by local representatives in most chapters, and to require each Technical Committee to line up industrial sponsorship in advance for projects it recommends to the R and T Committee.

Advertising in the ASHRAE Journal and Guide And Data Books is an important source of income which helps defray the costs of services to the members. Since advertising sales have not come up to budget expectations, further effort will be necessary to increase readership interest in the Journal and to effect the goals of the advertising solicitation staff.

In an effort to improve services to minority groups, the Long Range Planning Committee has been requested to study this subject and make recommendations to the Board of Directors.

Membership in the Society has been somewhat static for several years. With the dynamic growth of the industry there should be a resumption of growth of membership in the Society. This, however, will require the concerted effort of committees, such as Membership Development, Education and Professional Development, and the chapters committees working under the direction of the Regional Chairmen.

Members who are not now active in the affairs of the Society will find it rewarding to become active. There are many problems and plans to solve them. A good place to start is in committee work at the chapter level.