

**SECTION 6
CHAPTER PUBLICATIONS**

- 6.1 General**
- 6.2 Chapter eNewsletter**
- 6.3 Chapter Roster**
- 6.4 Chapter Roster of Industry Representatives**
- 6.5 ASHRAE Logo Use and Regulations**

CHAPTER PUBLICATIONS

6.1 General

The following rules apply to chapter publications:

- A. No contributions, except dues and research contributions, can be solicited by chapters without prior approval of Society's Board of Directors.
- B. Chapters cannot issue publications or use the Society's name or emblem or chapter insignia without the approval of the Director and Regional Chair (DRC).
- C. All chapter meeting announcements and publications should clearly identify the chapter name and location.
- D. All chapter publications should contain the following statement: "Statements made in this publication are not expressions of the Society or of the chapter and may not be reproduced without special permission of the chapter."
- E. The publication content should be consistent with the purpose of the Society as stated in the Constitution and Bylaws of the Society and the method of presentation should be fully professional.
- F. Advertising in any chapter publication must comply with Society policy.
- G. No subscriptions shall be solicited.

H. A copy of each publication shall be mailed, faxed or emailed to the DRC, the chapter President and the Director of Member Services at Headquarters.

I. ASHRAE's policy is to maintain the confidentiality of our members' personal information and to not sell, rent, loan, or otherwise disclose such information to third parties or to use such information for personal gain.

All confidential information, if available on a Chapter's website, must be contained in a password-protected area where access is limited to users who need the information for official Chapter business.

J. Chapters are not allowed to sell or rent their mailing lists. Furthermore, Society has specific rules for renting membership lists. In general, ASHRAE denies requests from competitive publications, exhibit managers, etc. or anyone who would use the list to the detriment of the Society's fiscal goals. Use of a list is restricted to those directly involved with the HVAC&R industry and products.

K. Generally accepted rules of professional courtesy emphasize sending "batch" e-mail messages using the Blind Courtesy Copy (bcc) function. This procedure protects the recipients' privacy and discourages commercial abuse.

MANUAL FOR CHAPTER OPERATIONS

6.2 Chapter eNewsletter

Most chapters communicate with their members through monthly eNewsletters.

The editor and assistant editor typically volunteer for these positions because they enjoy this type of creative work. Appendix 6A provides guidance for writing and distributing chapter eNewsletters.

6.3 Chapter Membership Directory

Most chapters prepare a membership directory. The directory typically contains:

- Society and regional officers
• Chapter officers
• Chapter committees
• Programs for the year, including meeting dates, locations, speakers and topics
• Membership roster, including name, grade of membership, position, company, business affiliation and email address
• List of past chapter Presidents with dates
• Chapter history
• List of charter members
• Geographical listing of members, if chapter covers a wide area

6.4 Chapter Roster of Industry Representatives

Some chapters prepare a Chapter Roster of Industry Representatives.

- A. The roster may include:
1. A forward containing the following statements:

The (year) Roster of Industry Representatives has been prepared by ASHRAE's _____ Chapter as a service to all members of the local industry.

Listings are not limited to ASHRAE members.

Preparation of the roster has been accomplished by a Chapter Roster Subcommittee composed of the following chapter members:

Table with 2 columns: Name, Telephone. Three rows of blank lines for entries.

For future listing, contact any of the above. Copies are available at a charge of _____.

This roster is intended to be an instrument for better communication within the industry. The roster does not advertise or endorse any product, manufacturer or representative.

To keep this publication current, the chapter intends to re-issue an updated version of the roster on an annual basis.

- 2. Table of contents
3. Index of agents and manufacturers, which may:
a. List correct and complete agency name
b. List agency mailing address, email address and telephone number
c. Include a listing of all agency staff, who may be identified as to:
1. Chapter membership
2. Field of work
d. List all manufacturers represented with no product description, unless agency field is restricted by manufacturer to a portion of his products and then only the necessary qualifying words are permitted

4. Index of manufacturers and their agents, which shall contain only manufacturer's name followed by representatives name(s)

5. Index of products

- C. Copy of roster format must be approved by the DRC prior to public release.
D. Final copy must be supplied to both the DRC and Society Headquarters.

- E. Charge for listing under “Agents and Manufacturers” must be the same for each listing.

6.5 Logo Use and Regulations

ASHRAE has strict rules for the use of the Society logo and region, chapter, section and student branch logos.

Questions about using any ASHRAE logo should be directed to Society’s Public Relations Section at publicrelations@ashrae.org.

6.5.1 Restrictions on Society Logo

According to Society Rules of the Board, ASHRAE shall not grant or signify approval of any specific engineering project, commercial project or system or allow its imprint, logo or name to be used in any commercial context except where the name is used to certify that the product has been tested in accordance with an ASHRAE approved standard, and including the standard number, nor shall ASHRAE engage in testing or rating of any product. The ASHRAE logo may not be used to imply corporate memberships nor ASHRAE endorsement.

6.5.2 Region, Chapter or Section Logo on Website

A region, chapter or section logo should be present in a prominent and noticeable position on the main landing page of the region, chapter or section website to identify the organization as an official ASHRAE region, chapter or section. The region, chapter and section logo, along with the descriptive region, chapter or section name text, should be oriented near the top, or otherwise primary location of the web page for immediate recognition of the region, chapter or section affiliation with ASHRAE. The logo may not be used to link to other pages on websites belonging to the region, chapter, section or any other third party.

6.5.3 Student Branch Logo on Website

A student branch logo should be present in a prominent and noticeable position on the main

landing page of the student branch website to identify the organization as an official ASHRAE student branch. The student branch logo, along with the descriptive student branch name text, should be oriented near the top, or otherwise primary location of the web page for immediate recognition of the student branch affiliation with ASHRAE. The logo may not be used to link to other pages on websites belonging to the student branch or any other third party.