



Shaping Tomorrow's
Built Environment Today

PUBLICATIONS COMMITTEE

Minutes

Conference Call

Thursday, April 13, 2023

11:00 a.m. EST

Webex

MEMBERS ATTENDING: Gerardo Alfonso, chair
Atilla Biyikoglu
George Pantelidis
Javier Korenko
Jennifer Isenbeck
Karen (Kay) Thrasher
Kurt Monteiro
Megan Tosh
Mohamed Alagraa
Steve Kavanaugh
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 March 16, 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 11:03 a.m. Eastern Time and noted that a quorum was present.

2. Roll Call/Welcome/Introductions

Cindy Michaels read the names of the members participating in the call.

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.

5. Approval of Past Meeting Minutes

It was moved and seconded to approve the minutes of the March conference call (**MOTION #1**):

Motion:

To approve the minutes of the Publications Committee conference call held on March 16, 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 several MBOs there was no update available but the leads stated that the subcommittees would meet before the next committee meeting.

For MBO #8, Atilla Biyikoglu reported that the subcommittee met via conference call on April 12, 2023, and has formulated an action plan, having selected the criteria for the low-sales publications, and confirmed that the subcommittee would have something to share with the full committee on the May conference call.

For MBO #9, Biyikoglu stated that he needed email addresses for CTTC, and Alfonso directed Michaels to share the CTTC email aliases with him after the call. Jennifer Isenbeck requested, and Steve Kavanaugh supported, that the spreadsheets for this MBO be shared with everyone on the call for discussion. Michaels shared the spreadsheets she had prepared per committee request: AshraeSalesbyCountrypubsnocompsSummary.xls (which shows the number of total units sold to countries outside of the United States since October 2006) and LTDSales_2-1-23 - top sellers per count.xlsx. Kavanaugh said the sales by country spreadsheet is helpful and suggests it be shared with the entire committee; Michaels agreed to share it after the conference call.

Thrasher asked if the committee was expecting to increase outreach by publishing in other languages, and Isenbeck asked if ASHRAE should be translating more than we already do. Kavanaugh stated that ASHRAE should be aware of how difficult it is to convert content from I-P to SI – he knows from personal experience that it's not just a matter of converting numbers but also converting to the different sizes and other conventions used for SI. Alfonso noted that he has translated some TC 9.9 books into Spanish and they did not sell as well as was expected.

At this point, Michaels shared feedback from staff's experience, which is that thus far ASHRAE's translations have not always sold that well (excepting the Chinese translation of Standard 90.1 by the Taiwan Chapter, because they hold periodic drives where they really push the standard), that translated titles are chosen by the members/chapters who see a need for a particular topic in their region/country, that it is a chapter benefit because the chapters receive a portion of the sales of translations, and that the major feedback we've gotten recently is that merely translating the content into a different language may not be enough – some regions of the world need content that's relevant specifically to their climate zones or local weather (hot and humid, cold and dry) whereas ASHRAE's content tends to be for US climate zones and is therefore not always applicable elsewhere. Alfonso agreed that we need to provide more global content.

Biyikoglu suggested ASHRAE offer discounts on products to increase outreach in other parts of the world. Michaels stated she thinks she remembers an attempt to offer deep discounts to developing countries a few years ago and that the results were that these discounts did not actually change our sales trends any. Alfonso asked Michaels to get more information on that attempt to share with the committee.

Mohamed Alagraa noted that he is in Dubai and they have translated some standards into Arabic and that these translations have really helped raise awareness about ASHRAE among engineers there, leading to them learning more about other ASHRAE publications and trainings. Based off this experience, Alagraa recommends ASHRAE translate more of the major standards into other languages.

Dunstan Macauley suggested that Publications Committee work with Members Council to understand which products might be in high demand in other regions and therefore might need to be considered for translation. He said he would be more than happy to reach out to Members Council to get this conversation started. Biyikoglu stated he would be in touch, and Alfonso directed the subcommittee to have something to share with PEC in July.

Thrasher suggested that next year the Publications Committee have a subcommittee on how to better promote ASHRAE products globally. Michaels suggested that if the committee decides to do this they



should consider including (or requesting the presence of) someone from Marketing, because there are laws about what we can and cannot do and how we can approach people who haven't explicitly opted in to receive information from ASHRAE.

7. Announcements

Cindy Michaels noted for everyone that the next conference call is scheduled for May 11, 2023, and that the email regarding Tampa travel has been sent. Gerardo Alfonso noted he's not received approval for his Tampa flight booked through ATC, so Michaels suggested he contact the help email on the form.

[Editor's note: the contact email for situations like this is travel@ashrae.org.]

Steve Kavanaugh stated that he remembers that in the past Tani Palefski had supplied a spreadsheet of which *ASHRAE Journal* articles he had and had not scored, and he requests that this be provided again. Michaels and Kelly Barraza noted that this request will be passed along to Palefski.

8. Adjournment

Gerardo Alfonso adjourned the meeting at 11:50 a.m.

Respectfully submitted,

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

Cindy Michaels
Staff Liaison to Publications Committee
Editor, Special Publications