



Shaping Tomorrow's
Built Environment Today

PUBLICATIONS COMMITTEE

Minutes

2023 ASHRAE Winter Conference
Saturday, February 4, 2023
8:00 a.m. to 12:00 p.m. EST
Omni CNN Center Atlanta, Sycamore (M2-North)

- MEMBERS ATTENDING:** Gerardo Alfonso, chair
Vinay Ananthachar, vice chair
Atilla Biyikoglu
Jennifer Isenbeck
Steve Kavanaugh
Cameron Labunski
Kurt Monteiro
George Pantelidis
Karen (Kay) Thrasher
Megan Tosh
Blake Ellis, BOD ExO
- STAFF PRESENT:** Cindy Michaels, staff liaison and Editor of Special Publications
John Falcioni, Editor of *ASHRAE Journal*
Kelly Barraza, Managing Editor of *ASHRAE Journal*
- VISITORS:** Joslyn Ratcliff, Senior Manager of Marketing Communications
and staff liaison to Communications Committee
Juan Alfonso



MAJOR MOTIONS		
No.	Motion	Vote
1	To approve the minutes of the Publications Committee conference call held on December 13, 2022.	PASSED via voice vote, CNV
2	To select the recipient of the 2022 Journal Paper Award.	PASSED in executive session
3	To accept the Publications Committee Reference Manual as revised.	PASSED via voice vote, CNV

ACTION ITEMS		
No.	Responsibility	Action Item
		(none)

1. Call to Order and Pronouncement of Quorum

Gerardo Alfonso called the meeting to order at 8:07 a.m. Eastern Time and noted that a quorum was present.

2. Roll Call/Welcome/Introductions

Members and guests introduced themselves.

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 be adopted as is.



5. Remarks from BOD ExO

Blake Ellis, BOD ExO, presented select Society business as noted in the ASHRAE Leadership Presentation and encouraged members to spend time reviewing the full presentation ([available on Basecamp](#)).

6. Communications Committee Representative

Publications Committee 2022-2023 MBO #12 called for the Publications Committee to establish a permanent alliance with Communications Committee, so Gerardo Alfonso had reached out to that committee for this purpose. Joslyn Ratcliff, staff liaison to Communications Committee, attended this meeting to answer questions from the committee members. Many questions and comments centered around Society rules regarding posting video content online ([which are posted on the Communications Committee webpage](#)). Ratcliff agreed that the current wording was unclear and committed to initiating a review of the rules about posting content on YouTube with the full Communications Committee.

7. Approval of Past Meeting Minutes

It was moved and seconded to approve the minutes of the December 13, 2022, Publications Committee conference call (**MOTION #1**):

Motion:

To approve the minutes of the Publications Committee conference call held on December 13, 2022.

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

8. Review of Action Item

Cindy Michaels reviewed the following action item from the Publications Committee conference call held on December 13, 2022. Discussion of the action item itself is included in Section 9.2.

ACTION ITEM FROM DECEMBER 13, 2022, CONFERENCE CALL			
No.	Responsibility	Action Item	Status
1	John Falcioni	John Falcioni will discuss with Publishing and Education Director Mark Owen the suggestion of surveying <i>ASHRAE Journal</i> readers and provide an update at the committee's meeting at the 2023 Winter Conference in Atlanta.	Complete

9. Magazines and Newsletters

9.1. Editor's Report

John Falcioni delivered the Editor's Report for ASHRAE's magazines and newsletters ([available on Basecamp](#)), highlighting the ongoing goals for the magazine; the new content type that's been added to the Journal issues, "feature articles"; that staff is working to expand the industry news included in the electronic newsletters; that podcasts will be shortened to around 30 minutes; and the positive response to the new, monthly, five-minute podcast called Hot Air. There was some



additional discussion – both positive and negative – about the new feature articles. Falcioni also pointed out that staff has hired a new graphic designer for *ASHRAE Journal* so members can expect to see more and more changes to the design elements of Journal issues.

Gerardo Alfonso discussed how young people get content differently from older generations; upon request, Juan Alfonso explained that he searches for short, very clear information first, and if that summary is good/clear, he may keep reading. Falcioni noted that Journal staff has started including summaries of articles, but it's a slow progression.

9.2. Journal Survey Results

On the December 13, 2022, conference call, John Falcioni had been assigned an action item to discuss with Publishing and Education Director Mark Owen the committee's suggestion of surveying *ASHRAE Journal* readers and providing an update at this meeting. Falcioni delivered a report ([available on Basecamp](#)) that explains that comprehensive, member-wide surveys take much time, effort, and money to produce, but that staff was able to email a 15-question survey to a random sample of 7500 ASHRAE members that was open from January 24 to January 30 and received 155 responses. Falcioni covered the results of the survey ([available on Basecamp](#)). There was much discussion among committee members about the wording of the questions and the email subject line as well as whether the survey should be sent to another subset of members or specific subsets of members, such as Young Engineers in ASHRAE (YEA) members. Falcioni recommended staff continue refining the wording and sending out readership surveys.

There was additional discussion about the current digital version of the *ASHRAE Journal*, including comments from Kay Thrasher about how it is difficult to read two columns on a PDF and from George Pantelidis about how sometimes the figures are hard to find and/or read and how he would prefer that the mention of the figure is a link that opens the figure separately. Falcioni acknowledged these concerns and agreed with these suggestions and informed the committee that staff would like to make a more interactive version of the Journal online that incorporates these changes but also includes additional material, such as videos. He noted that the online Journal would need to have added value to entice readers to go online.

9.3. Journal Paper Award Voting

Committee members reviewed the three *ASHRAE Journal* articles that received the highest scores during the Society year's article judging then voted in executive session to select the winning paper (**MOTION #2**), the title and author(s) of which John Falcioni will forward to the Honors and Awards Committee, with the award presented to the author(s) in June at the 2023 ASHRAE Annual Conference.

Motion:

To select the recipient of the 2022 Journal Paper Award.

MOTION #2 PASSED and the winning article was determined in executive session.

10. Special Publications

10.1. Editor's Report

Cindy Michaels reviewed the list of Special Publications projects published since the previous conference (**Attachment A**), the list of projects currently in hand ([available on Basecamp](#)), and the full list of forthcoming Special Publications projects ([available on Basecamp](#)).



10.2. Informational Item: Datacom Series Online Subscription Proposal

Cindy Michaels informed the committee that TC 9.9, Mission Critical Facilities, Data Centers, Technology Spaces and Electronic Equipment, has approached staff about converting the content of the 14 books in the ASHRAE Datacom Series to an online, Wikipedia-type content collection that would then be sold as a subscription. Gerardo Alfonso, also a member of TC 9.9, explained that this online content is an example of a way of reaching younger audiences and also making updated data center information available more quickly than is possible with the slower print publishing process.

11. PEC MBOs

Cindy Michaels shared the 2022-2023 PEC MBOs that had been provided in January 2023 ([available on Basecamp](#)). The committee members discussed the MBOs Publications Committee is responsible for (MBOs 1-4). Cindy Michaels noted that the previous year's MBOs had been similar and that Publications Committee had already supplied suggestions for them, and Blake Ellis pointed out that the repetition of the MBOs implied additional action on the suggestions previously supplied by the committee.

Regarding PEC MBO 1, "Create and identify digital product strategies; Develop a minimum of 3 digital products," Gerardo Alfonso noted that the planned online version of *ASHRAE Journal* and the TC 9.9 proposal about the online subscription product satisfy this MBO. Michaels also noted that Special Publications has approached the developer of the Psychrometric Analysis CD about producing that content as an online product, which would also satisfy this MBO.

Members also had some discussion about ASHRAE's current app offerings and the viability of producing more ASHRAE-branded apps and would like to recommend that ASHRAE not pursue development of additional apps, though the committee also suggests that ASHRAE reach out to the developers of the currently available Apple apps to find out if the apps can also be made available for Android.

There was also some discussion about the non-ASHRAE content available online that is based off of ASHRAE data (psychrometric chart tools, load calculation tools, etc.) and whether ASHRAE should invest the time and money into developing competing but ASHRAE-branded tools based off our own data. It was determined that this topic merits more discussion.

Regarding PEC MBO 2, "Develop ASHRAE products and services for governmental and other non-commercial entities; Develop ASHRAE documents for GAC outreach," committee members determined that before they can complete this MBO they need to and will reach out to Government Affairs Committee (GAC) to get insight into exactly what kind of products and services are needed. Alfonso asked George Pantelidis to take on this task, and he agreed.

Regarding PEC MBO 3, "Develop new products & services aligned with Strategic Plan initiatives 1 & 2 (ETF & TFBD)," the committee determined that the Task Force for Building Decarbonization (TFBD) is handling its own content with the publication of the first TFBD book (*Building Performance Standards*) at this conference and the six forthcoming TFBD books and that before they can complete this MBO they need to and will reach out to find out if the Epidemic Task Force (ETF) has disbanded before discussing what to do with the ETF content. Alfonso asked Cameron Labunski to take on this task, and he agreed.

Regarding PEC MBO 4, "Translate high demand products and services into languages other than English; Identify viability of translating up to 5 high grossing ASHRAE publications," the committee determined that before they can complete this MBO they need data on the top 10 high-grossing ASHRAE publications. Michaels will provide these data and the committee will discuss this MBO in more detail on a conference call later in the year.



12. Subcommittees and Liaisons

12.1. MBO Subcommittees

Gerardo Alfonso reviewed the list of Publications Committee 2022-2023 MBOs ([available on Basecamp](#)) and asked the leads of the MBO subcommittees to report on the progress of each MBO. Most leads reported that the MBO work is ongoing, but it was noted that MBOs 5 and 12 are complete, that MBO 10 is on hold pending feedback from Communications Committee, and that Cindy Michaels needs to supply data before the work on MBOs 8 and 9 can continue.

12.2. Planning Subcommittee

During the Planning Subcommittee meeting for this conference, committee members present reviewed the TC Chairs Handout ([available on Basecamp](#)) and had no changes. The committee also reviewed the revised wording of the Journal Paper Award portion of the Reference Manual ([available on Basecamp](#)) per a motion passed during the December 13, 2022, conference call. During this meeting, it was moved and seconded that the committee accept the revised Reference Manual (**MOTION #3**):

Motion:

To accept the Publications Committee Reference Manual as revised.

MOTION #3 PASSED with a voice vote (no no votes, no abstentions, CNV).

12.3. Research Administration Committee (RAC) Liaison

The RAC Liaison, Cameron Labunski, reported that he had again prodded RAC about the committee's and staff liaison's outstanding questions regarding the PTAR process and got a response that only confirmed what the committee already knows, which is that proposals go to Publications Committee for review before proceeding in the process. Labunski suggested RAC should be invited to the Publications Committee meeting during the 2023 Annual Conference to explain the process and answer the committee's questions, and Blake Ellis suggested that someone from Publications Committee attend the RAC meeting to ask the committee's questions there.

12.4. Technical Activities Committee (TAC) Section Liaisons

Committee members reported on the lack of responses they have received from TC chairs regarding the older ASHRAE publications that need TC review. All updates received as of February 4, 2023, are summarized in the ASHRAE Special Pubs Review List ([available on Basecamp](#)).

13. Old Business

Cindy Michaels noted that during the December 13, 2022, conference call she had stated that she would share the committee members' concerns about the committee's permanent meeting day and their conflicts with other committee obligations but had not yet shared those concerns. However, Michaels reported that she had been able to discuss the committee's official meeting day with Meetings staff and was informed that Publications Committee will continue to meet on Saturday mornings during the Winter and Annual Conferences instead of its former Sunday morning meeting time.



14. New Business

During the Planning Subcommittee meeting, committee members had discussed how dates and times for committee conference calls should be determined in person during the Winter and Annual Conferences in lieu of determining new dates/times via an emailed poll. At this meeting, the day and time for the forthcoming conference calls was set as Thursdays at 11am Eastern Time. The next conference calls will be on March 16 and May 11. Cindy Michaels will email invitations for these conference calls to all members.

15. Announcements

Cindy Michaels reported that, going forward, the committee has been encouraged to hold the Planning Subcommittee meeting virtually prior to the Winter and Annual Conferences. This news was met with approval from committee members who will now not be required to fly in for the Friday morning meeting and book an additional night at the hotel, etc.

John Falcioni announced that he will be leaving ASHRAE in mid-March for a CEO/executive director position that had been offered to him in late 2022 (for an organization he'd applied to three years ago). Committee members expressed their sadness that Falcioni is leaving but also expressed congratulations. Falcioni said the decision was truly difficult for him and he has had a very pleasing time at ASHRAE. He also expressed his faith that the current *ASHRAE Journal* staff will continue with the plans he and they have been making for changes to the Journal and the electronic newsletters.

16. Adjournment

Gerardo Alfonso adjourned the meeting at 11:47 a.m.

Respectfully submitted,

A handwritten signature in black ink that reads "Cindy Michaels". The signature is written in a cursive, flowing style.

Cindy Michaels
Staff Liaison to Publications Committee
Editor, Special Publications

ASHRAE Special Publications— Projects Published Since the 2022 ASHRAE Annual Conference

June 2022

- Standard 32.2-2018 (RA2022)

July 2022

- Ventilation 2022 Conference Proceedings and individual papers
- Farooq Mehboob’s presidential speech translations – Spanish, French, Portuguese, German
- IAQ 2020 Conference Proceedings and individual conference papers/extended abstracts
- ASHRAE Position Document on Building Decarbonization
- ASHRAE Position Document on Building Decarbonization – Spanish
- Standard 72-2022

August 2022

- Standard 62.1-2022
- Standard 62.2-2022
- ASHRAE Position Document on Indoor Carbon Dioxide – Portuguese

September 2022

- Standard 118.1-2022
- ASHRAE Transactions Vol 128, Part 1 (Las Vegas—Winter conf.)

October 2022

- 2022 Building Performance Analysis Conference and SimBuild Proceedings and individual conference papers
- 2022 International Conference on Efficient Building Design Proceedings and individual conference papers
- ANSI/ASHRAE Standards 15 and 34

November 2022

- ASHRAE Position Document on Infectious Aerosols
- Standard 230-2022
- Standard 113-2022
- Standard 17-2022

December 2022

- Standard 32.1-2022
- Standard 205-2023

January 2023

- Thermal Performance of the Exterior Envelopes of Whole Buildings XV Proceedings and Papers
- Standard 90.1-2022 (I-P)
- Standard 90.1-2022 (SI)
- ASHRAE Global HVAC&R Summit Final Report [free-download PDF]
- Pocket Guide, 10th ed. (I-P)
- Pocket Guide, 10th ed. (SI)
- Thermal Guidelines for Data Processing Environments, 5th ed – Spanish
- ASHRAE GreenGuide, 6th ed.
- ASHRAE Transactions Vol 128, Part 2 (Toronto—Annual conf.)
- ASHRAE Design Guide for Dedicated Outdoor Air Systems, 2nd ed.
- Std 230-2022 - Spanish
- Building Performance Standards: A Technical Reference Guide