

“REGIONAIRE”

Volume 3, Issue 4

June 2007

From the DRC

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Year End

The end of the ASHRAE program year is approaching. The year seems to have flown by. Gary Debes thoroughly enjoys giving me a hard time about my advancing age and would probably say “Dan that’s the way it is with old people, time passes more quickly as one ages” However, I think the reason is that this past year has been a very full and busy year. My first year as your DRC is coming to a close and there are a number of things that we need to complete. The first item is making sure all your chapter leaders complete their PAOE reporting. We want to make sure that our volunteer’s performance for the past year is recognized at CRC. The only way this can be done is by making sure the work is reported. The next item is to be sure we have made best efforts to make that final push to get that last Research Promotion Donation or contact that last Delinquent Member, etc. to make your year a success. Chapter Presidents that conducted a planning session with me in the fall will be receiving a follow call up next month to review their year in order that I may finalize my part of the Chapter Operations PAOE. Chapter President and President Elects should be in transition. Chapter positions need to be filled and planning for the CRC must be initiated including chapter reports, motions for change in Society, and nominations of your best performing chapter officers to move forward to Regional positions. If I haven’t mentioned it before, ASHRAE runs on volunteer members. ASHRAE is its 55,000 members worldwide. We do the work and the Atlanta Staff helps us do it. Because industry volunteers do the work, the work is accepted as the best information in the industry. We are the authority in HVAC.

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The Start of a New Year

The new ASHRAE year has begun with a very successful President Elect Workshop recently held in Baltimore. From the feedback, we have had our best workshop yet. Your regional officers have learned from previous feed back what the incoming officers need from this session to prepare them for their duties for the upcoming year. We are getting more effective at providing that information. We are also making an effort that we do not cover the same material at this workshop and again during the training at CRC. Chapter Presidents need to get a copy of the Chapter Information Questionnaire to Jeanie Kirksey with a copy to me. This document is very important. It tells us who we need to support in your chapter to help make your year as President easier and more effective. I strongly suggest that chapters have summer planning meetings to help in the transition to a new board and to also have your ASHRAE year planned before it gets started. Speaking of new starts, I would like to welcome three new Region III Officers for the new year. They are: Assistant Region Chair Kevin Fallin of National Capital Chapter, RVC Membership Promotion Roger Jones of National Capital Chapter, and RVC Chapter Technology Transfer Nancy Veeck of Hampton Roads Chapter.

CRC 2007 Hampton Roads

Hampton Roads Chapter is in the final stages of planning for your CRC to be held in Norfolk, Virginia on August 9th, 10th, and 11th. You can register now through the Region III web page, <http://region3.ashraeregions.org>, and pay your registration online with your credit card. There is also a link to the Sheraton Waterside Hotel to make your room reservations. The hotel is right off the Elizabeth River in Downtown Norfolk. Much has changed in Downtown Norfolk since our CRC was held there in 1995. There is plenty to do and we have a major new shopping mall less than four blocks from the hotel. The host committee has planned some of the best family activities I have seen, including the opportunity to visit one of the best children’s museums on the east coast. The Friday Night Welcome Party will be “Hawaiian Shirt Night”. It will be an opportunity to relax, mix, eat Barbecue, and enjoy a three hour cruise aboard the “Carrie B” viewing one of the best harbors in the world. As Norfolk is a Navy Town you will have the best opportunity to see these ships from the water as the bases are no longer open to the public. Hampton Roads Chapter has chartered the entire vessel for that evening and there will be

See from the DRC, page 8

From the DAL

Tom Watson, DAL 2005-2007

ASHRAE's Strategic Plan

With its adoption in 2006 of a new Strategic Plan, ASHRAE made a significant commitment to becoming a truly global society. This strategic plan can only move forward if ASHRAE is a global leader in sustainable design in HVAC&R. ASHRAE members no matter where they reside or do work need access to technologies and products that draw upon the best knowledge of individuals throughout the world involved in these efforts.

The Board of Directors approved revision to Direction 4 of the ASHRAE Strategic Plan at their meeting in Atlanta on March 25th to include the strategies given below. A document that gives background information and recommended actions to Members Council, Publication & Education Council, Technology Council and other committees is under review and is will be considered by the Board of Directors at Long Beach later this month. More information will follow after Long Beach.

Strategies to be included in Direction 4:

Rationale

- *The world has evolved from independent national economies to an interdependent global economy.*
- *Markets in developing countries present significant growth opportunities.*
- *The developing global HVAC&R community is impacting ASHRAE members.*
- *Technology developed outside North America can enhance ASHRAE's knowledge base.*

Strategies

1. While ASHRAE's chapter and regional structure shall be the backbone of ASHRAE's structure globally, it shall be flexibly applied to serve our membership.
2. ASHRAE will cooperate with organizations with shared objectives and strengthen the ASHRAE Associate Societies Alliance.
3. The cost of annual membership dues will be balanced with the cost of providing membership benefits and services in different geographic regions.

See *DAL*, next column over

DAL cont'd

4. Publications and educational products will be priced so they are within reach of ASHRAE's global membership but will not be priced at less than the cost of providing them.
5. ASHRAE will develop its expertise in HVAC&R technologies to embrace whole building sustainable design and be one of the most valuable global resources for publications and educational products related to sustainable HVAC&R technology.
6. ASHRAE will pursue opportunities and processes along with translation to publish its literature in various languages
7. Volunteer participation obstacles will be overcome through meeting planning and organization that is sensitive to global participation and that benefits from electronic communication technologies.
8. ASHRAE will support, in cooperation with national associations, a uniform, international standard for credentialing in the disciplines and practices of HVAC&R.
9. ASHRAE will actively support and participate in international standard development activities.
10. ASHRAE will actively protect its intellectual property rights.
11. ASHRAE will provide enhanced staff support outside of the United States.
12. ASHRAE will align its business practices to better serve members globally.
13. ASHRAE, in cooperation with national societies or independently, will pursue conferences and exhibitions outside North America.
14. The ASHRAE Brand will be strengthened to reflect a global strategy that serves the needs of all members.

Tom ❖

**Have you made your
Annual Contribution
to ASHRAE Research
Promotion?**

(3) Confirmation of 1st and 2nd backups for Dan Pettway ['06-'09], DRC, Nancy Mitchell-Veeck ['07-'10], RVC Chapter Technology Transfer and Dan Wyrick ['06-'09], RVC Research Promotion.

(4) Recommendations for Society Committee positions.

(5) Nominations for Honors and Awards (see criteria at: www.ashrae.org/Honors).

Also, any issues that your chapter believes should be discussed

Membership Promotion

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Members, Members, Members

As the end of the fiscal year approaches, let us take a moment to review our performance in Membership Promotion as a Region. With monthly data through the end of March, Region III has a 16.1% delinquency rate versus our goal of a delinquency rate of 9%. This will require a focused effort by the Chapter Membership Promotion Committee, Chapter Officers and Board of Governors support, to contact all delinquents during the coming month. It is time for the Membership Promotion full court press, so we can break the 9% goal before the end of the society year, which is June 30, 2007. Our Region III PAOE status by Chapter is as shown below:

Chapter #	Chapter Name	PAOE through 5/30/07
21	Philadelphia	725
22	Central Pennsylvania	395
23	Johnstown	175
24	Pittsburgh	175
25	Baltimore	850
26	National Capital	1515
27	Hampton Roads	135
28	Richmond	730
98	Lehigh Valley	200
112	Delaware	220
125	Roanoke	150
134	Anthracite	-0-

Region III MP PAOE Points Total = 5,270

During the last couple of months of the fiscal year, it is vitally important that we continue promoting membership, and the benefits ASHRAE has to offer. I therefore challenge each Membership Promotion Chairman to lead their chapter in securing at least 5 new chapter members and reduce the number of chapter delinquents to goal level before June 30th.

Enlist the help of your Chapter Presidents and board members to ensure that your chapter will be strong long after your term as Membership Promotion Chairman has expired. A healthy sustainable Chapter requires new members, and the only way to obtain new members is to spread the word about the tremendous benefits ASHRAE has to offer.

Remember: The six "P's": Prior Proper Planning Prevents Poor Performance. So plan for the future Chapter sustainability, and promote ASHRAE Membership. ❖

George ❖

ASHRAE Members Encouraged to Volunteer for Solar Decathlon

Looking for an exciting way to bring in autumn? How about volunteering for 2007 Solar Decathlon?

ASHRAE is a title sponsor of the decathlon, an intercollegiate and interdisciplinary design and construction competition that challenges engineering and architecture students to design and construct fully self-sufficient solar-powered houses (www.solardecathlon.org).

Teams erect their solar-powered houses on the National Mall in Washington, D.C. and compete in 10 contests related to living and operating a home office, including driving cars. The Decathlon will open for public tours Oct. 12–21, 2007.

ASHRAE volunteers are encouraged to participate in a variety of roles where knowledge about building energy consumption and construction can be an asset to the volunteer activity. Volunteer activities range from helping answer questions asked by the visiting public to assisting Solar Decathlon organizers with operating the competition.

For more information on volunteer activities, visit www.ashrae.org/solardecathlon.

From the Regional Electronic Communication Chair

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Communication - one of the keys to a Chapter's success.

This one term is indeed the key to a Chapter's success in operation and member service. The most effective method of communication, short of face-to-face dialogue, is a properly maintained website. Through this medium one can read the current and perhaps archived copies of the newsletter, browse through the Chapter Programs for the year, investigate the upcoming program for content and read up on the speaker's profile, check out upcoming special events such as Golf Outings, Seminars, etc., and so on.

The key is to properly maintain the website. If one visits a website and repeatedly finds stale outdated information, such as Seminars listed for the 2005-2006 year, this site is not going to be revisited. The Chapter has potentially lost the attention of a Member that someone in Membership Promotion has spent quite a bit of time encouraging their involvement. Once this happens the effort to regain the involvement of this person is fairly significant, multiply this by the number of potentially disenfranchised members and it is a daunting task.

See *Regional Electronic Communication Chair*, page 7

Student Activities

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Student Activities ('05 -'08)

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PAOE Reporting

Can you see the light at the end of the tunnel? Hopefully its not just the headlight from the oncoming train! . . . Its now June, the last month of the 06-07 ASHRAE year. It seems like we were just in Pittsburgh. Please continue the great work that you have all been doing! Also, make sure that you have reported that work to the PAOE online reporting forms. You have to the end of July to report the work that you completed in June. Anything that you do in July is saved for the 07-08 year.

Student activities point totals as of June 4, 2007 are as follows:

Philadelphia	666
Central Pennsylvania	100
Johnstown	125
Pittsburgh	1400
Baltimore	910
National Capital	2100
Hampton Roads	50
Richmond	1650
Lehigh Valley	350
Delaware	50
Roanoke	0
Anthracite	160

And, yes, I adjusted errors and duplications in reporting, which is why the "official" points may be less than what you thought that you had.

Student Activities Achievement Award

The Student Activities Achievement Award is given to a Chapter Student Activities Chair for service related to the goals and growth of student activities at all levels.

The following criteria are for the Student Activities Achievement Award.

The Student Activities Achievement Award shall be presented annually but may be omitted if a suitable candidate is not identified.

The Student Activities Achievement Award will consist of an 8" x 11" plaque which will state: "In recognition of service to the goals and growth of Student Activities at all levels and in appreciation of this dedication the Student Activities Achievement Award is given." Fiscal impact will be about \$25 per award to be budgeted by the Student Activities Committee.

A candidate will be nominated to the Honors and Awards Committee by the Student Activities Committee. The nomination shall include a one page (100 words) explanation of the nominee's qualifications along with documentation of the computed award points as outlined in Item 4. The Honors and Awards Committee shall consider the points and the explanation in its deliberations. This award will be given at the Plenary Session's Honors and Awards Ceremony.

Award points shall be cumulative as follows:

- Chapter Student Activities Chair or Education Chair - 1 pt/year
- Establishing a student branch - 2 pts/branch
- Reactivating a Student Branch (Must have been inactive more than 2 years) - 2 pts/branch
- Application to Undergraduate Senior Project Grant to chapter supported school - 2 pts/branch
- Entry to Student Design Project Competition to chapter supported school - 2 pts/branch
- Student Branch Advisor - 1 pt/year
- Speaker for Post High School - 1 pt
- Speaker for K-12 - 1 pt

A minimum of 10 points is necessary for eligibility.

The purpose of the Student Activities Achievement Award is to recognize excellence in volunteer service. It serves to heighten general membership awareness of, and interest in, student activities.

Scoring System	Points	Max. pts Available	Comments
Chapter Student Activities Chair or Education Chair	1 pt/year	2 pts	
Establishing a Student Branch	2 pts/branch	4 pts	
Reactivating a Student Branch*	2 pts/branch	4 pts	
Undergraduate Sr. Project Grant	2 pts/branch	4 pts	
Student Design Project Comp.	2 pts/branch	4 pts	
Student Branch Advisor	1 pt/year	2 pts	
Speaker for Post High	1 pt	2 pts	
Speaker for K-12	1 pt	2 pts	
Total Points		24 pts	

* Must have been inactive more than 2 years

Paul ❖

Chapter Technology Transfer

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As the 2006-07 ASHRAE Year winds down...

We're in the final stretch. Just a few more days and we'll be writing our final reports summarizing the successes of this year and the opportunities for improvement in the future. Review your PAOE goals and report your final points.

Looking forward to Next Year...

As this year winds down, next year begins. You should be in the process of planning for CTTC activities for the next Society year. Hopefully, you've targeted the incoming CTTC Chair for your Chapter, identified sub-Chairs for Programs, TEGA, and Refrigeration sub-committees, and begun your planning for the coming year.

Set up your calendar with meeting dates and times, locations, themes, and identify opportunities for joint meetings. Other technical societies will be in the planning stages for next year as well, so if you're hoping for a joint meeting you'd better get on their calendar early.

Identify potential topics and speakers for each meeting. Include at least one panel discussion. Make use of at least one Distinguished Lecturer in your list of programs – we'll sort out the allocations and whatnot later. Include a slot for a speaker on "ASHRAE and Advocacy". Include at least one program on Refrigeration.

Look for ways to make your Chapter meetings more sustainable using the Greening ASHRAE Meetings and Expositions (GAME) guidelines.

Beyond the Chapter meetings, think about ways to become a conduit between the technical content of ASHRAE and your local membership. Don't settle for being passive; turn your Chapter into an advocate for heating, ventilating, refrigeration, and air-conditioning technologies and their application in your community.

Plan to highlight the Technology and Government Activity Awards. Setup your own awards program that can feed into the Regional competition.

Plan to promote Refrigeration. Host a tour of a local refrigeration plant or process (ice rinks, breweries, food processing facilities, etc.). Hold a competition for design of refrigeration related table top displays at a Chapter meeting – get local students involved.

There are millions of ways to push your Chapter forward, but you won't be able to do it alone. You'll need the support of
See *CTTC* next column

***CTTC* continued**

your Board, and you'll need the support of a committee. Choose your battles, make your plans, and have a good time doing it.

Chapters Regional Conference (CRC)

The primary intent of this message is to invite the CTTC Chairs and the sub-Committee Chairs responsible for Chapter Programs, TEGA, and Refrigeration to the upcoming Region III Chapters Regional Conference (CRC). For those of you who may not know what CRC is all about, the CRC is an annual conference designed to fulfill two primary purposes.

First, it is a two-day (Thursday and Friday) business meeting. ASHRAE is a grassroots organization, and CRC is an opportunity for delegates from the Chapters in the Region to come together and report on the state of their chapters, learn about other chapters, nominate regional and society officers for the coming year, and make suggestions about how the Society could be improved.

Second, it is a one-day (Saturday) training session for chapter officers and committee chairs. There are several sessions designed to cover issues related to the structure and state of ASHRAE Society as a whole; on a parallel track there are a series of breakout sessions for the grassroots committees and various other important chapter functions. In a nutshell, it is a one-day introduction to managing an ASHRAE Chapter.

CT² encompasses a vast array of material, and we'll be covering all of it at the Saturday afternoon workshop. Attendance at this session is vital to the success of the Chapter Programs, TEGA, and Refrigeration activities of your Chapter. Attendance is also part of your job description as a Chapter Committee Chair. It is mandatory, and there are PAOE points riding on your attendance at the session (Hopefully, you know about PAOE. If not, we'll talk about it in the near future.).

So first, if you haven't already, commit to attending the CRC Chapter Technology Transfer Committee Workshop on Saturday, August 11, 2007 at the Norfolk Sheraton Waterside Hotel in Norfolk, VA. Contact the Hampton Roads Chapter or register on-line at http://region3.ashraeregions.org/reg_3cd.htm

Second, let me know if there is anything in particular that you would like to cover during the workshop. We have a wide range of material to cover and information to disseminate, but if you have any particular questions feel free to contact me ahead of the Workshop and fire away.

In the past, we've spent a fair amount of time discussing program planning. This year I'm going to spend less time on that subject, and more time on resources, PAOE, and the
See *CTTC* Page 8

Research Promotion

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Research Promotion ('06 - '09)
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Take a moment and look at the ASHRAE Strategic Plan on the website. You'll see a theme of leadership in our industry and a promotion of a sustainable world.

ASHRAE Mission: To advance the arts and sciences of HVAC&R to serve humanity and promote a sustainable world.

ASHRAE Vision: ASHRAE will be the global leader, the foremost source of technical and educational information, and the primary provider of opportunity for professional growth in the arts and sciences of heating, ventilating, air conditioning and refrigerating.

Research projects are a vital part of the Strategic Plan.

Regional Summary as of 5/31/07

Region III has collected \$78,315 toward ASHRAE Research. Our annual goal is \$175,000. There's still time, but we're significantly short of goal and need to act NOW!

Chapter Summary

Chapter	Chair	YTD	Goal
Philadelphia	Jeff Gilbeaux	\$7,080	\$23,247
Central Penn	Gary Debes	\$5,630	\$ 9,553
Johnstown	Barry Rains	\$2,107	\$ 2,082
Pittsburgh	Kurt Scheer	\$3,695	\$ 6,336
Baltimore	Sherry Abbott-Adkins	\$13,285	\$21,969
Nat'l Capital	Lee Guill	\$23,736	\$37,016
Hampton Roads	T. Pfeiffer	\$3,870	\$ 7,246
Richmond	Randy Smith	\$6,495	\$ 8,918
Lehigh Valley	Donovan Denlinger	\$1,100	\$ 2,964
Delaware	Bob Schunke	\$1,507	\$ 9,969
Roanoke	Jason Fulop	\$5,060	\$ 9,436
Anthracite	Frank Kilyanek	\$4,750	\$ 7,056

There is still a lot of work to do before the end of June. Don't forget the Chapter Donation – You shouldn't be rolling more than your start-up funds. Thanks for all your hard work!

There will be a Research Promotion regional training session in Baltimore on July 14th this year. The workshop will be held at the Holiday Inn at BWI Airport. The session will start at 8:00 am and run at least until 3:00 pm. Please be sure to have your RP Chapter Chair prepared to attend this workshop. This replaces the traditional workshop at CRC and transportation expenses will be reimbursed by ASHRAE. **PLEASE** mark your calendars now.

Dan❖

*From the **Regional Electronic Communication Chair**, continued*

All Chapter Websites are linked from the Region III Website unless these sites are stale. I will disable the link until such time as the site is maintained. The maintenance of a website is fairly simple. The Webmaster position is one where a Chapter can employ the services of a Student member who might have been previously uninvolved. A Student is ideal for this position because he/she is most likely more proficient with computers and HTML editing software than the typical ASHRAE Member. I encourage **ALL** Chapters to engage a Webmaster / Electronic Communication Chair and to maintain their Websites.

Visit the Region III Web site at

<http://www.region3.ashraeregions.org> and look through the information contained there. The list of current Region III Officers, Chapters, Student Branches, Membership Promotion updates, The Regionaire current and archived issues, and a link to the CRC page can be found there. This information is updated on a regular basis and any suggestions you might have for additional information is welcome. I would encourage each of you who plan on attending this year's CRC in Norfolk (August 9, 10 & 11, 2007) to visit the CRC 2007 page on the Region III Website. While you are there, open up the flyer for the CRC on the site and check out the calendar of events. On this page you can register for the CRC and pay for the registration and social events by credit card on the secure website provided by ASHRAE by clicking on the link at the middle of the page. You may also secure a reservation at the Norfolk Sheraton Waterside Hotel our CRC Headquarters through the link on the page. By using this link you will be afforded the ASHRAE CRC discounted rates offered by the Sheraton.

Gary❖

CTTC continued

practical side of Refrigeration, Technology Awards, and Government Activities. We'll only be meeting during Saturday afternoon, so come with a clear head and buckle your seat belts.

Transition to new RVC

This has been my last year as Region III's CTTC RVC. I'd like to thank each of the Chapter Chairs over the past seven years for their hard work and devotion to making ASHRAE meaningful for their local membership. I'd also like to thank our Regional Leadership for their continuous support and encouragement.

Finally, I'd like you to join me in welcoming the incoming CTTC RVC – Nancy Mitchell-Veeck from the Hampton Roads Chapter. Nancy is also serving as this year's CRC Chair, so my final act will be to assist her by leading the upcoming CRC CTTC Workshop.

Thanks again, and I look for to seeing you in Norfolk.

Ben❖

From the DRC, continued

plenty of room to relax, unwind, and see the sights. I would also like to mention that I am adding two sessions of soft skills training to the Saturday Morning Leadership Training. Those sessions will be "Time Management" and "Making Presentations" These sessions are to be presented by Mr. Wade Powell of Wade Powell and Associates, the Hampton Roads Dale Carnegie Training Representative.

Congratulations

I mentioned above that our volunteers need to be recognized for their efforts. I would like to congratulate John Harmon of Richmond Chapter on being awarded the Society Distinguished Fifty Year Member Award for his service to ASHRAE. I would also like to congratulate John Castlevecchi of Richmond Chapter, Dr. Piotr Domanski of National Capital Chapter, Vijay Gupta of National Capital Chapter, Dr. Jelena Srebric of Central Pennsylvania Chapter, and Rennie Tisdale of Hampton Roads Chapter on being awarded Society's Distinguished Service Award for their volunteer service to ASHRAE. All of the above require multiple years of service to ASHRAE in many roles. All of the above will be recognized and presented a wall plaque and lapel pin at the upcoming Society Annual Meeting in Long Beach, California on June 23rd thru 28th.

Significant Happenings in Region III

In closing I would like to call your attention to two significant events that will be held in Region III in the near future: the Solar Decathlon in Washington, DC and the Indoor Air Quality Conference in Baltimore, MD. ASHRAE is a title sponsor of the Solar Decathlon, an

intercollegiate and interdisciplinary design and construction competition that challenges engineering and architecture students to design and construct fully self-sufficient solar-powered houses. The Decathlon will open for public tours Oct. 12–21, 2007. ASHRAE volunteers are encouraged to participate in a variety of roles where knowledge about building energy consumption and construction can be an asset to the volunteer activity. . For more information on volunteer activities, visit www.ashrae.org/solardecathlon.

ASHRAE's IAQ 2007 is titled Healthy and Sustainable Buildings and will take place in Baltimore, Maryland on October 15-17, 2007. The purpose of IAQ 2007 is to advance the state of knowledge about buildings that are healthy and sustainable – those that serve humanity with high quality indoor environments and promote a sustainable world with an acceptable and proportional impact on the outdoor environment. IAQ 2007 will emphasize observable characteristics of such buildings and practical methods for their design, construction, operation and maintenance. Visit www.IAQ2007.org for more information on this exciting event. The website includes information on conference themes plus links to submit an abstract or download the Call for Abstracts brochure. You can also sign up to receive e-mail updates on IAQ 2007.

Dan❖