

“REGIONAIRE”

From the DRC

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I am sure recent events have been keeping you occupied lately as I have been. Where Iraq for years had been most everyone's concern, the election and the economy have surely taken precedence. I hope that the surge policy has truly worked in Iraq and that the insurgency has not just been playing a waiting game. The economy now has everyone concerned. We all have financial commitments. The looming threat of a layoff due from a chilling economy brings no peace of mind. Some of us forgot what responsible fiscal policies were, and for a couple of years we are all going to have to pay the bill. I am sure we all face challenges ahead. I pray for courage to get us and our new administration through the difficult times ahead. I remember 1972, which was similar to today's economic situation. I am encouraged that the country rebounded then and it will do the same now.

Another item on the bright side is that ASHRAE converted the securities we intended to use to pay for the renovations to our Headquarters Building, prior to the great loss in the market. Had we not done so, we would have had to use more of our investments to pay for the already contracted work. We could not have been more fortunate. Recently I had the pleasure of attending the celebration of the renewal of the building. It is quite a facility featuring new technologies of our industry and featuring many sustainable attributes. It is one that all members of ASHRAE can be proud of. As a Society we were fortunate to receive many donations of equipment and cash to make our facility "walk the talk". I invite you to review the pictures of the

We encourage you to distribute the Regionaire to your local chapter members, so that all may learn of our regional activities.

construction and the celebration posted on the ASHRAE Website. Your renewed building will provide a facility for meetings, educational events, and a place for our staff to be comfortable and productive for years to come. If you are in the Atlanta Area you should make a point to visit. We are applying for a LEED Gold Rating, but there is talk of a possible Platinum Rating before all is done.

I had the recent opportunity of visiting with National Capital Chapter's CRC Host Committee. They are well into their planning for an August 13th, 14th, 15th, 2009 event. Discussions included the possibility of a welcome party at the National Press Club. Chairs Dunstan McCauley and Stephanie Magges have things moving in the direction for a great event. The headquarters hotel will be The Marriott at Metro Center, 775 12th Street NW, Washington, DC 20005 which is right in the middle of the district. The committee has arranged for a great room rate that will allow a mixture of ASHRAE Business with a long family weekend right in the heart of Washington, DC. I know Terri and I will be there. Please make sure that you encourage all chapter members participating to come in on Friday and attend the Business Meeting and Welcome Party. I cannot tell you how disappointed I was to hear how many chapter committee chairs were told only to attend on Saturday. This event is held for all members of Region III and is a three day event for all. Let's don't restrict attendance of one of our best meetings.

In closing this will be the last Regionaire for the year and my last opportunity to wish all you a joyful Holiday Season. I hope that you take the opportunity to spend it in love and fellowship with your friends and family.

Warmest regards,

Dan

Membership Promotion

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November 30th marks the midpoint of our year so let's take a moment to review our performance in Membership Promotion as a Region. We had 8 out of 12 Membership Promotion Chapter Chairs at the CRC in Harrisburg. My thanks to each of you for taking the time out of your busy schedule to attend the Membership Promotion Workshop. I received 10 out of 12 MBO's prior to the 10/03/08 deadline. PAOE reporting on the ASHRAE website appears to be working well as I show 8 of 12 chapters reporting thus far. 6 chapters have reported MP nights so far.

Region III Membership Promotion Goals are:

New Member Growth: Greater than or equal to 2%
(Get 'em in): So far only Anthracite Chapter (3.1%) is above goal. The Region is at 0.2%

Cancellation Rate: Less than or equal 10% **(Keep 'em in):** All chapters are below 10% and the Region is at 2.0% - Excellent Work!

Member Advancements: Greater than or equal to 3%
(Advance 'em): No chapters are above 3% and the Region is at 0.1%.

During the remaining months of 2008, it is important that we **continue promoting membership**, and the benefits ASHRAE has to offer. One new tool in our toolbox is the **Prospective Members List**. Chapter chairs who submit a list of at least 50 prospective members, along with valid email addresses, to Society by November 1st are awarded 100 PAOE points. To date, 5 chapters (Central Penn, Hampton Roads, Johnstown, Philadelphia, and Pittsburgh) in Region III have submitted lists. Society has received a total of 19 so we are way out in front on this!

It's not too early to start conducting your delinquency campaigns (enlist the help of your Chapter Presidents, board members and your membership promotion committee members).

And don't forget to schedule (and report) Membership Promotion Nights at your chapter meetings.

Remember: *Prior Planning Prevents Poor Performance.*

So plan for the future of your Chapters, and promote ASHRAE Membership!

Roger ❖

Student Activities

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Student Activities ('05 - '08)
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PAOE Congratulations to the Philadelphia Chapter and Student Activities Chair, Mike Witkowski, P.E. for being the first Chapter to reach PAR in Student Activities. As a whole, the Region has been very active in promoting math, science, engineering and HVAC careers to our students. Five Chapters have been reporting their activities on monthly basis and, courtesy of their attendance at CRC, eight Chapters currently have PAOE points. Five Chapters have currently reached minimum and four chapters (Philadelphia, Johnstown, National Capital and Richmond) have reached PAR.

National Engineers Week will be celebrated February 15-21, 2009. All ASHRAE Chapters are encouraged to participate. The web site www.eweek.org can provide your Chapter and Student Branch with ideas for activities as well as organizational tips for hosting a public event on engineering. Bonus PAOE points are awarded to Chapters conducting K-12 events during National Engineers Week. Engineers Week programs include "Introduce a Girl to Engineering Day", "Engineer Your Life", and "Discover E / K-12".

Chapters can order promotional materials and tools to reach out to students. Items such as videos, bookmarks, brochures, stickers, buttons, posters and Classroom Projects are available.

Paul ❖

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Research Promotion

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Research Promotion Results as of October 27, 2008

Regional Summary

Region III has collected \$14,961 toward ASHRAE Research. Our annual goal is \$205,000, so we're at 7.3%. This compares to 24.6% as a comparison to the same time last year. Hopefully it's just a slow start!

Chapter Summary

Philadelphia (21) – Gary Debes	\$3,430
Central PA (22) – Bob Miller	\$2,238
Johnstown (23) – John Weiland	\$100
Pittsburgh (24) – Kurt Scheer	\$784
Baltimore (25) – Sherry Abbott-Adkins	\$1,260
National Capital (26) – Dave Cooper	\$2,575
Hampton Roads (27) – Forrest Morgan	\$300
Richmond (28) – Steve Lyons	\$1,576
Lehigh Valley (98) – Gabriel Badesso	\$500
Delaware (112) – Bob Schunke	\$80
Roanoke (125) – Patrick Castelvechi	\$1,418
Anthracite (134) – Frank Kilyanek	\$700

PAOE Activities to Date:

- Attend the RP Training workshop in Chicago – 9 of 12 Chapters
- Conduct a planning session with the RVC and turn in an Action Plan – 9 of 12 Chapters
- Turn in Volunteer Committee Worksheet – 9 of 12 Chapters
- Donor Recognition 9 of 12 Chapters
- Full Circle – 4 Chapters so far have reached Full Circle completion.

1st (9/18) – Central PA – Bob Miller
2nd (9/22) - Philadelphia - Gary Debes
3rd (10/30) - Baltimore – Sherry Abbott-Adkins
4th (11/14) - Johnstown - John Weiland

Keep your chapter Website updated. It is your members up to the minute link with what is going on in your local chapter.

- The FTP site has been populated with the October campaign reports.

Communication has improved over last year and I'll be contacting RP Chairs by email, phone and even some by personal visit throughout the year. Let's keep the communication lines open so we can all work together to reach the common goal of collecting as much money as we can for ASHRAE Research.

Dan ❖

From the Regional Electronic Communication Chair

*Gary Debes, Region III ECC Chair ('08-'09)
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We are approaching the mid point of the Society Year 2008-2009. Some of us are looking forward to the trip to beautiful sunny Chicago for the 2009 Winter Meeting at the Palmer House Hilton. I know I am especially looking forward to the Region III Dinner at the Berghoff Restaurant on Monday evening.

Now to the meat of this article. There are many Chapter Webmasters that are either absent without leave or are so entranced with anticipation of the Winter Meeting that they just have not spent time on the websites. This is the best way that I can think of to lose interest in your Chapter Programs. Updated program information, Chapter Officer listing with some contact info, Society news, etc., etc., This is the sole purpose of the chapter website and must be updated on at least a monthly basis. Look at Richmond's website for an example of a truly spectacular site, thanks Troy. There are many that had that distinction in the past but you look now at the site that speaks of a meeting April 16, 2008 and March 15, 2007. This does not require a great deal of time to manage a site. Even an old guy like me manages the Region's site as well as my Chapter's.

I would suggest that the Chapters in need of a webmaster look to the younger members that know html code as well as they do the English language and get them involved in the chapter.

Gary ❖

Regional Historian

Carl Courtney

Regional Historian 2007-2008

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“In the end, we conserve only what we love. We will love only what we understand. We understand only what we’re taught” ... Dr. Baba D. Dioum

The Fuel crisis is back in case you hadn’t noticed. In the last 6 months gasoline has exceeded \$4 per gallon and crude oil prices have set record highs. It seems we have an insatiable appetite for petroleum products. We won’t even discuss the costs of newly de-regulated natural gas and power, because it’s the same story. It is obvious that the excessive use of any of our fuels represents a price assault on the rest.

In the U.S.A. we (mostly) commute by auto (1 to a car) when car-pooling would save on liquid fuel. Fuel economy is just now becoming a selling point for automobiles instead of “excitement”. One might ask the question, “Why isn’t every car a hybrid ?.” We know the answer – initial cost. Even better, one might ask, why isn’t there a tax on vehicles based on the inverse proportion of their rated miles per gallon. Thus penalizing “gas guzzlers”. We know that our politicians would never stoop to that.

However, extending that idea to our industry, perhaps our new buildings should be taxed as “energy guzzlers” to encourage energy conservation. In some states that legislation has been considered as an energy code issue.

Is Dr. Dioum correct? Will the “muscle cars” survive while the more economical ones fade away. That is, unless you absolutely must watch your energy budget to survive. We have come to realize recently that energy costs affect everything we buy. Anyway, what has this subject to do with ASHRAE historians? What can we do about this topic even if we are motivated by the idea of sustainability? Considering that ASHRAE members are highly trained and are the most qualified people to guide organizations to the best and most cost-efficient HVAC systems on the face of the earth, we should do our utmost to recognize these persons.

If we are doing our jobs as historians, we should write about these innovative systems and the individuals that create them. Let us recognize them for their abilities that make our buildings feasible and sustainable. Energy efficient buildings help ease the pressure on our

fuel supply. It has been written that man does not live by bread alone. Praise and recognition motivate us as well. Let our historians work to encourage such efforts.

Obviously, we cannot solve the energy crisis alone. Nevertheless, if we write about our “shining stars” and give them the appreciation they deserve, do we not encourage others to do likewise? ASHRAE historians should recognize excellence and make a written record of these persons, systems and inventions. By performing these duties the historian promotes understanding. Understanding promotes appreciation. Appreciation promotes conservation. While we, admittedly, cannot conserve our way out of the situation, perhaps it can buy us the time we need to solve the problem. Edmund Burke once said in Parliament, “The only thing necessary for the triumph of evil is for good men to do nothing”. Our continued silence becomes a form of surrender. I appeal to you, the leaders of ASHRAE not to let our history die. Let us publish and not perish.

Carl ❖

CALENDAR OF EVENTS

ASHRAE WINTER MEETING

CHICAGO, ILLINOIS

JANUARY 24-28, 2009

NATIONAL ENGINEERS WEEK

FEBRUARY 15-21, 2009

ASHRAE SUMMER MEETING

LOUISVILLE, KENTUCKY

JUNE 20-24, 2009

REGION III CHAPTERS REGIONAL CONFERENCE (CRC)

WASHINGTON, D.C.

AUGUST 13-15, 2009

2009 SOLAR DECATHLON

WASHINGTON, D.C.

OCTOBER 1-21, 2009

Region III Chapters Regional Conference (CRC) Schedule

2009 National Capital Chapter
August 13-15

2010 Delaware Chapter
TBD

Nominating Committee

Gary C. Debes, Region III Nominating Committee Member ('08-10)

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Charles E. Henck, Region III Nominating Committee Alternate (08-10)

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Charlie and I spent an exciting two days in Atlanta with members from the other 13 Regions and other Board Elected Members. We put forward our Caucus nominations for Board positions as did the other Regions. We started the day with a list of over 40 candidates for Director at Large to fill three positions. All of these candidates were qualified for the position but we had to make some very difficult decisions. I would like to tell all of you the outcome of these proceedings but these are held confidential until after the Winter Meeting. At the Winter Meeting all of the above will convene in executive session to fill a slate of nominees for the open Board of Director positions. This final session will take all of 8 hours starting at 7:00am.

We will keep you posted on the outcome of the Winter Meeting session in the next Regionaire.

Gary ❖

From the ARC

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In August, the Regional Officers, Chapter Officers, Future Chapter Leaders, and interested regional members convened in Harrisburg, PA for the Region III Chapters Regional Conference. The CRC is designed to be not only a working session to conduct the business of the Region, but also a training opportunity for current and future Chapter Leaders, as well as an opportunity for Regional members to participate in technical training classes and obtain new skills. Thanks to the efforts of the Central Pennsylvania Host Committee, the CRC was a tremendous success.

This years CRC had near record attendance at all functions, and allowed our members to meet, exchange ideas, learn from past experiences, and have a little fun.

As we continue to grow as a Society, Region, Chapter, and individual, we must take advantage of the opportunities to improve ourselves offered through our participation in ASHRAE activities.

For those of you who were unable to attend this year's CRC, don't worry, another CRC is in the planning stages as we speak. In August 2009, the National Capital Chapter of ASHRAE will be hosting the 2009 Region III CRC in Washington, D.C.. Please log onto the Region III website at www.region3.ashraeregions.org for information on events, hotels, and other important information. CRC Registration will once again be offered through the web, and a block of hotel rooms has been reserved for our guests. So register early, and plan for the fun, excitement, and tremendous learning opportunities being planned by the host committee.

We look forward to seeing you in D.C.

Kevin ❖

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

