

It is time to pause and reflect, not only on ASHRAE's future but also on our past upon whose stage future deeds are set.

Our past has been one of great accomplishment. An everchanging and complex world has thrust the Society into a position of leadership. Over the years, we have met each challenge with confidence and competence. Progressive leadership and our intrinsic professional ability have placed us among the strongest, most erudite technical societies in existence.

My predecessors analyzed ASHRAE's needs and chose goals to fulfill them. Their leadership has helped us move from the isolation of self-contained knowledge to the spotlight of public affairs and public concern. My presidential theme embraces all previous, far-sighted goals. It relies on the strength gained through the achievement of these goals to impact upon our membership, publications, technical programs, so we can move forward—from strength to greater strength.

As President Morabito's year nears its end, we look back at an impressive record of professional development. We must now look inwardly and put our own house in order.

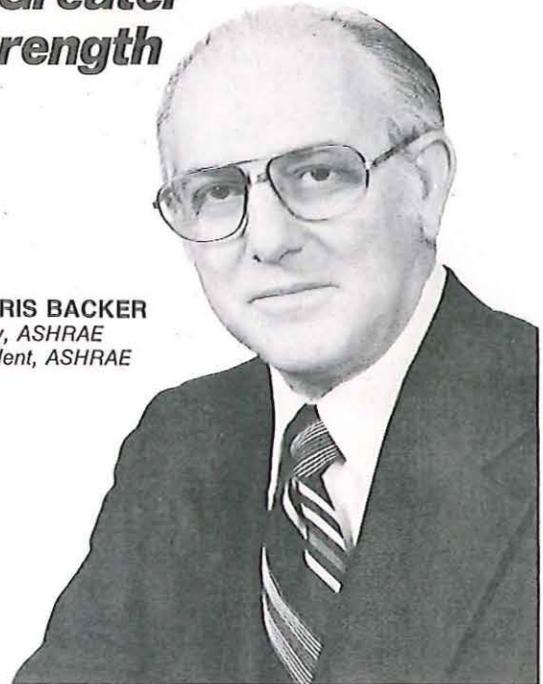
This year I will encourage the successful completion of many ongoing programs whose final resolution is of paramount importance to society as a whole. The decisions we reach on these critical issues will play a significant role in determining how well we can meet tomorrow's challenges.

The completion of our pending programs (and the identification and work on new programs) in energy conservation, public affairs, research, standards, international activities, education, and communications, will require purposeful, diligent effort from each Society member. To maintain our state of excellence, our influence, and our vitality, we must be willing to make internal adjustments, just as we have adapted to meet the world's changing technological requirements.

The present alignment of our regions is an area particularly ripe for change. It is paradoxically a problem stemming from the key to our present success: Our growth. Growth has enabled us to deal with the larger, more complex dilemmas of society; yet the rise in membership has inhibited meaningful dialogue among members. Some of our regions cover huge geographical areas, making the job of our regional chairmen difficult, further affecting interaction between members. The Society has been studying and working on this new opportunity for approximately one year. If the membership is in agreement, a plan of action will be implemented next year.

Aiming at more effective internal communications, our longrange planning commit-

Moving Forward from Strength to Greater Strength



MORRIS BACKER
Fellow, ASHRAE
President, ASHRAE

tee has recommended the establishment of a special Presidential Advisory Council. The Council, consisting of six Directors-At-Large, would guide standing committees in the implementation of presidential goals.

Internal operations will be further strengthened with implementation of several changes to the Presidential Award of Excellence. A new energy conservation criterion will be added, and a new specially designed felt patch, this year, will replace the current ribbon streamers used to commemorate award winners. For greater incentive, competition, and recognition, award winners next year will be divided into three classifications. As a final change, credit toward Award of Excellence calculations will now be given to chapters sponsoring student members, when students upgrade their membership to Affiliate or Associate Member status.

With these goals in mind, ASHRAE will do much to maintain its excellence of performance. But the largest opportunity for the Society lies within each chapter. I am making a special request this year that each Chapter, Committee, and Task Group look within, examine its potential, and set a specific goal for attainment.

I am confident that with continued dedication and enthusiasm, our membership will fulfill ongoing and future goals. We have great strength in our members, our organization, and our pursuits. Let us build on this sturdy foundation and move forward, FROM STRENGTH TO GREATER STRENGTH. □ □

M. Backer is Senior Vice President and Corporate Manager, Bovay Engineers, Inc., Houston, Tx.