

# Sharing Resources Globally

*The text of the inaugural address delivered at the Annual Meeting of the American Society of Heating, Refrigerating and Air-Conditioning Engineers Inc. in Baltimore, Maryland*

I am deeply honored to be elected President of the world's leading technical society. The task of living up to the success of my predecessor is indeed challenging. I will do my best with the help of each one of you.

ASHRAE has made thousands upon thousands of engineers better practitioners. Each major advance in our industry has resulted in or been influenced by the work of ASHRAE.

In reflecting upon what I can do as ASHRAE President to continue this record of accomplishment, I began by seeking advice from one of our greatest resources, our Presidential Members. Twenty-one past-Presidents told me about ASHRAE's growth and commented on what yet needs to be done. Their comments helped to shape my program for this year.

It was their personal insights regarding ASHRAE and the role of the President that I valued most. What did they tell me? Hugh McMillan, ASHRAE's 19th President, said it best, "Your first responsibility will be to ASHRAE."

Each of the past-Presidents who chose to share their knowledge with others through ASHRAE over the course of their career put ASHRAE first time-and-time again.

Each of you who works on an ASHRAE committee or in a chapter has made the same decision, one of personal involvement. Your desire to share is why ASHRAE is so successful.

For this Society year, I have chosen a theme which I believe will let us meet the environmental and demographic challenges that define our time. It is a theme

which identifies our strength and calls for attention as to how we can best serve humanity. Our theme for this year is, "Sharing Resources Globally."

The first rule in Robert Fulghum's book (*All I Really Need To Know I Learned In Kindergarten*) is, "share everything."

We share in ASHRAE through personal involvement. Personal involvement gives ASHRAE its incredible diversity and continuity.

For years, I listened to missionaries share their experiences of life in faraway lands. Their terms ran five years in the field, and then one year of furlough. During their time of furlough in the United States, they were expected to travel throughout the country sharing their experiences and raising support for their next term.

When I questioned a missionary about this practice, he acted surprised to hear of my concerns. He stated, "Who else can tell our experiences and raise support better than we who have been there." The missionaries became more committed to their cause when forced to make a greater investment, rather than if they were simply passive recipients. Thus, the results were more gratifying.

The same principle applies to us as ASHRAE members; we will be enriched as we share our experiences and knowledge with others.

The environment, CFC replacement, global warming, energy and indoor air quality were some of the issues our Presidential Members cited as ASHRAE's top priorities. These issues put ASHRAE at the forefront of organizations contributing solutions to environmental problems.

With the phase-out of the CFCs accelerated to 1995, serious efforts must be expended in developing training programs to educate the design profession about the probable alternatives. We must continue our efforts to develop an energy standard for residential buildings and examine the needs to revise our standards for commercial buildings. We must better define indoor air quality and allow for its better control.

Another of Robert Fulghum's rules is, "Clean up your own mess." There have been articles written denying that CFCs are causing the depletion of the ozone layer. Perhaps they are written by the same people that Senator Al Gore said believe that denial is a river in Egypt. If there is a question regarding who is right, I would think it is better to be on the safe side. ASHRAE will continue to monitor, provide research and keep the public informed of this continuing concern.

Effective action in all these areas is required by our members involved in research, standards and education. At the chapter level, we must improve communication with government officials and the general public. We have an obligation to seize the public platform to increase understanding of the benefits of the HVAC&R technology and contributions to the quality of life. As Presidential Member Don Rich said so well, "If we don't speak, others less qualified will speak for us."

This year, the Government Affairs Committee and the Energy and Technical Activities Committee have been combined to form the Technical, Energy and Government Activities Committee.

For many years, we have had a concern about promoting government affairs at the chapter level. Now, for the first time, we will be making a stronger effort to carry out this task with the formation of this new committee.

ASHRAE has many resources. One of the greatest is our Presidential Members. This year, they will become a working group to improve communications with those in related disciplines. The Presidential Members who have attended the past-Presidents' breakfast will learn that there is no such thing as a free breakfast anymore.

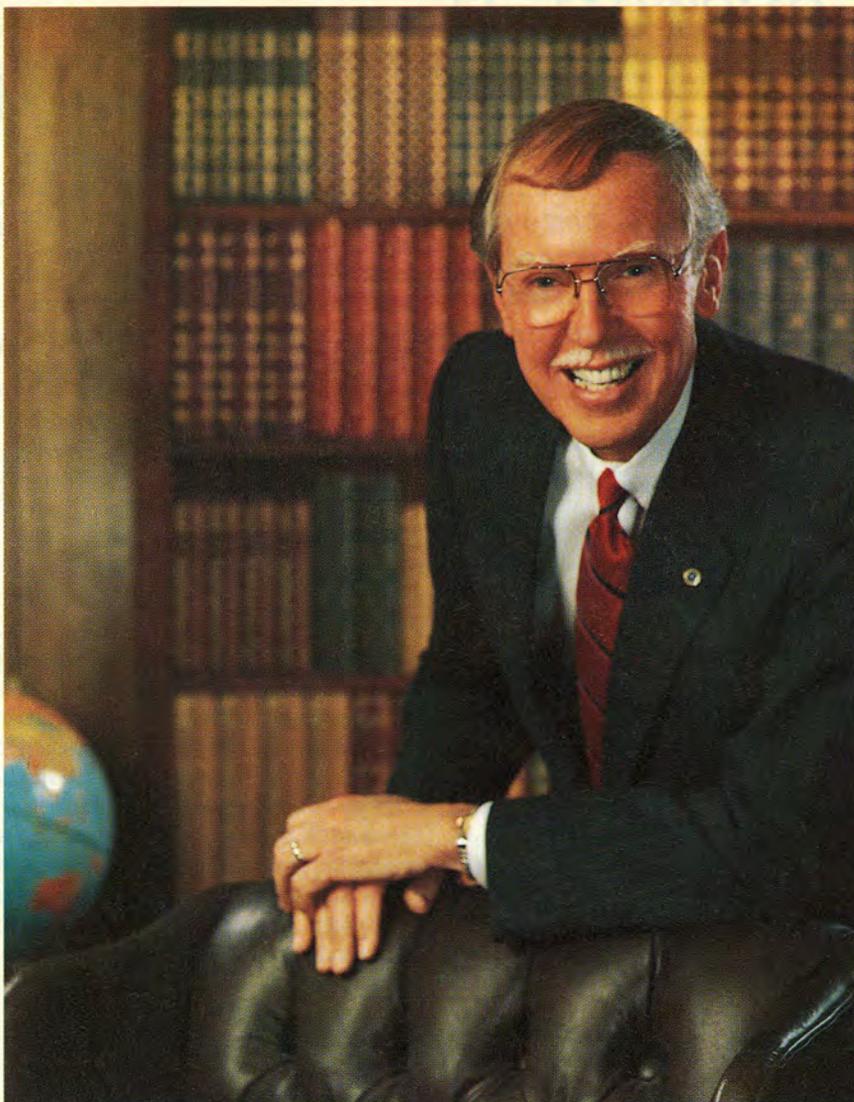
Another resource is our Fellows. There are 493 Fellows in ASHRAE. During this year, I will ask them to personally bring into the technical committee structure young engineers, women engineers, engineers from overseas and minority members. The legacy of our Fellows—members who have already shaped our industry's technology evolution—will be to provide ASHRAE with a pool of talent for future growth.

We desperately need to consider where our future growth and talent will come from. A report conducted by the Hudson Institute found that by the year 2000, 82% of new workers in the U.S. will be a combination of female, non white and immigrant. Out of the 272 appointments to Society committee positions that I made in preparation of this year, only 12 were women. That's only 4%. And this was after a concerted effort of asking current committee members to identify women for these important positions.

In many cases, we simply do not know who all the talented people in our Society are. That's why during this year we will survey our membership to determine the number of women and minority members and to expand the pool of those willing and able to serve on committees.

Already, some 1,200 members serve on technical committees. They are the grassroots of our technology. They attend our meetings without financial support from the Society. More than 3,000 members volunteer for chapter committees. They are the grassroots of our educational effort and devote untold hours to the success of our chapter programs.

Because we need to keep these volunteers involved, I will ask our Membership Promotion Committee to further develop the large employer program, an effort to better communicate with those employers who support, or who should support, multiple ASHRAE memberships.



ASHRAE President Richard A. Charles, P.E.

ASHRAE develops its human resources through education. It is the desire to educate and to be educated that binds the many diverse elements of ASHRAE together.

ASHRAE taught me about HVAC&R. As a young engineer, I gained valuable instruction by attending ASHRAE meetings and seminars, and by using ASHRAE handbooks and other publications. ASHRAE does not make good engineers, but in our discipline, you cannot be a good engineer without ASHRAE. We must continue to provide educational materials of all types to our members to secure a future generation of engineers.

We are in the process of creating the first two courses of eight in HVAC&R fundamentals to be developed as home-study courses or as lectures at the chapter or community college levels. We already have two correspondence courses available

to individual members. They are Air System Design and Retrofit and Indoor Air Quality.

But we must do more. We must challenge our chapters to provide counseling from kindergarten to the 12th grade in order to interest children in pursuing careers available in our industry. Our scholarship programs must continue to assist deserving students.

We must think globally. We interact in a community of engineers and industry that is both getting larger and smaller at the same time: larger because we compete in larger markets; and smaller because our ability to communicate has drastically improved.

To ensure ASHRAE's continued diversity and to make ASHRAE's educational resources all they can be, membership must be expanded to all parts of the world. A presidential *ad hoc* committee

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will look at how we can economically achieve this.

As we look overseas, we must not forget our U.S. and Canadian structure. Does our regional structure adequately support our chapters? Should we schedule Society topical conferences in conjunction with CRCs? Does our Society meeting format meet the needs of technology transfer? All of these will be examined this coming year.

Sharing resources globally. Each one of us gives and receives as part of this process.

At our spring 1994 CRCs, we will begin celebrating the 100th anniversary of ASHRAE's founding. To prepare us, the Presidential Award of Excellence will include criteria for additional historical achievements at the chapter level.

To guide us to this important milestone, a new strategic plan has been prepared and will be voted by the Board of Directors. The strategic plan will focus on our energies in each specific area of ASHRAE's activities: technology, education, publishing, chapter support, and membership services and growth. This will include services to our international members. But development of strategic plan objectives does not complete ASHRAE's ongoing planning process.

Several months ago, I read an article by James Mapt, a management consultant based in Winton, Connecticut. Mr. Mapt described something that most of us take for granted; he spoke about vision. Vision, Mapt said, is something greater than ourselves. Vision expresses our values and what we hope to contribute. Vision is about creating an organization that expresses our deepest values about work, family, achievements and community. Vision transforms momentary strategies into a way of life, engenders change.

What is your vision of ASHRAE? Is it to improve the quality of life? Service to others? Improving our environment? Advancing technology?

By year's end, the Long Range Planning Committee will develop a vision statement for ASHRAE. As part of this process, I am inviting each member to share their vision for ASHRAE.

Perhaps it is the personal involvement of members, the sharing of experiences as seen in chapter and Society activities and technical committees that defines ASHRAE's vision. Personal involvement by thousands of individuals from the many segments of our industry gives ASHRAE

its diversity. Personal involvement, because members volunteer time-and-time again, gives ASHRAE its continuity. Personal involvement, because our publications reflect the experiences of the people involved in ASHRAE, gives ASHRAE its quality. Don Rich's attention to quality must remain the basis of everything we do.

I read with interest the biography of one of our leading consulting engineers, Alfred Wolff, who had designed 100 HVAC systems between the years 1889 and 1909. Mr. Wolff would not join ASHVE at that time because salesmen were permitted to be members.

I believe that one of ASHRAE's secrets to success has been the diversity of its membership, which includes educators, engineers, design professionals, manufacturers, service people, contractors and salespeople. Each person brings a variety of experience and needs to the ASHRAE community.

In ASHRAE, there are scores of dedicated members. I am impressed with the thousands of hours of volunteer time that go into transacting the Society's affairs. It is an awesome task to lead this effort, and it is a challenge I would not undertake were it not for the support of the ASHRAE members and my family members.

Presidential Member Lou Flagg said, "If it can happen to me, it can happen to you." It has happened to me, and it can happen to you.

Stop and think. If you have received any benefits from being an ASHRAE member, then I challenge you to do as I did and put something back into this great Society.

Join a TC or TG, be part of your local chapter, be active on a committee. Do someone a favor, invite them to an ASHRAE meeting, introduce them to the tremendous benefits which ASHRAE provides to all of its members.

Sharing resources globally. That's what ASHRAE is all about.

Senator Al Gore, in his book *Earth In The Balance*, sums up the challenge when he states, "For civilization as a whole, the faith that is so essential to restore the balance now missing in our relation to earth is the faith that we have in our future. We can believe in that future and work to achieve and preserve it or we can whirl blindly on, behaving as if one day there will be no children to inherit our legacy. The choice is ours. The earth is in the balance." ■