

# "Effectiveness of ASHRAE" 1982-83 Presidential Theme



*The following comments were delivered by 1982-83 ASHRAE President Mr. Clinton W. Phillips at the Society's 1982 Annual Meeting as part of his Inaugural Address.*

**L**ET me give tribute to ASHRAE's accomplishments. I will not take the time to tell you of the statistical growth in members, in chapters, in student branches. You know these figures. That there is growth is significant.

Our growth in technical prowess for the year is almost unparalleled. Potential for this year is even greater. I have heard that every year that I have been in ASHRAE. You may say that it cannot go on forever. Maybe not, but it goes on this year. I do not think that any of us realize the extent to which we have become an informed, cooperative tool to assist the governments of the United States and Canada. It is certainly identified by the extremely successful operation of the Washington Office of the Society.

In professional development, we have matured enough to recognize

that we are not perfect—ever. The self-assessment testing exercise has given us the opportunity, with your cooperation, to find out areas we can help you improve in—areas in which there have been tremendous advances while you were busy making a living. Thanks to the courageous people who assisted us with that analysis, we now know what the next series of professional development seminars will be, and one of my charges to the group today is to get on with those professional development seminars. They will be of great value, not only to ASHRAE—the credit will go to ASHRAE—but to our nations.

In research, ASHRAE's uniqueness in research needs no further description. It includes the participation of the people who cooperate in ASHRAE's research program, setting aside the time from their businesses to raise the funds which make it possible for ASHRAE, and ASHRAE alone, to sponsor a related research program which benefits every human being on the face of the earth. It is absolutely unique and there is no way to describe

it in stronger terms.

So congratulations are in order. But congratulations today are only made because the challenges of tomorrow are so great. There is much that we can and should do.

What have ASHRAE's accomplishments been brought about by? They have been brought about by the personal commitment of the people who make up ASHRAE. It is the dedication and commitment of people who see a value to themselves and to their fellow human beings and perhaps the enhancement of the preservation of the commercial value of what they do that makes ASHRAE work. Your commitment to yourselves through your own self-education process and your commitment to your fellow ASHRAE members should be commended.

We have in this Society a tremendous diversity in the realization of what the Society is between the members of this group. We have 50 percent of the members of this Society who do not even know that this meeting is going on, much less what it means and much less of what type of dedication is being demonstrated. We need to bring more and more of those people into that realization that the benefit is not just what is received—it is also the fact a commitment has been made. So in the year ahead, I will ask for a commitment far greater than in the past.

I encourage us to give incentives to others in our industry to understand why it is to their benefit to learn and learn well our technology. Most of all, I ask for a deeper commitment to the society in which we exist, the broader society, the society of human beings. We have begun to realize the impact that we make on the lives of everybody who lives in any kind of building, who indulges in any kind of food process. The technology starts here in ASHRAE, and it is strong.

I ask you to consider for the theme this year the effectiveness of ASHRAE. We must increase the effectiveness of everything we touch in the structure of the Society. ASHRAE faces a very challenging year in economics, in what we do with advancing technology and what we do with increased social responsibility. We will find issues in front of us which our membership will have a tough time deciding, and often many of our influential members will not agree on a specific action.

The standards that we put out have already given us visibility and responsibility. We are now being sought as a source of guidelines for actions which impact incomes, which impact the way buildings are built, which impact the way energy is conserved. This bothers some people very, very much. We will face severe challenges that will test us—how

strong we feel and how steadfast we can become will be very important.

What then shall be our approach for the year and what shall be our charges?

I would like ASHRAE to have an aggressive membership campaign, not just for numbers, but for qualified members that we now do not reach. I want to see more women in this Society. I want to see more minorities in this Society. I want to see more young people in this Society. I want to see more students in this Society. And I charge each and every one of you to look at these channels. We have addressed this issue and we have had capable leadership in this group that has set this in motion. We must, however, move faster.

I charge each of you to concern yourself with the research program and to recognize its limitations. It is a unique program; I have said that before. But just because it is unique, does not mean it should not be larger. The potential for value in the areas of research we have not covered is greater than the area we have. I charge each and every one of you who is looking at research to take it as a personal objective. Work with the technical committees and identify the areas where you honestly think we need research. If the economy is bad, you spend more. You don't stop research when the technology demands become greater.

I charge all of you who work with standards to look at them. The single greatest responsibility of this Society is manifested in its standards. You understand the value of standards. They are not easy to come by. The great numbers of people who gave up countless hours—for absolutely nothing in the way of financial reward in a direct sense—to work on Standard 90 have had an unquestioned impact on the world's economy. Standard 90 is now the standard for energy conservation not only in the United States, but in other nations as well. We receive inquiries from nations around the world about Standard 90. Be proud of yourselves, but do not become complacent.

I charge you to look at the regional structure of this Society. Most of you at one time or another have heard me say that the growth of this Society is in the regions. I am convinced of this. I want to see the Society turn around so that the central Society, which includes all of our research efforts, our standards efforts, and the work of the 360 people who serve on Society Standing Committees, becomes a service outward to the regions where the growth and action should be. It is through regional growth, that our usefulness to our nations will be increased. Look at the

value of the regional chairman as you never have before. I want a member in a region to think of the regional director as Mr. ASHRAE, because he knows everything and if he does not, he can get it from staff at Headquarters better than the individual member can.

I charge you to increase your intersociety activity. I have had the pleasure of speaking to the people who represent some of the societies who are here at this meeting. I want activities between this Society and these groups to grow, both here in North America and around the world. Internationally, I charge each of you who has any occasion whatsoever to travel overseas to represent ASHRAE and to contact me so that I may provide you with an official letter of representation.

I want the technical committees of this Society to become aware of the fact that there are standards committees in this Society. I want the regional people to know that there are these activities and to become acquainted with them. I want dialogue between the services of this Society and the functions of this Society. We all must realize that we must tell the same story thousands of times if we are going to reach thousands of people. Please tell your friends in ASHRAE what is going on in ASHRAE. Ask them if they know what the work of the Society is. Many will not know. Tell them and let them know why they should be proud to be a member of ASHRAE.

I charge you to increase your organizational effectiveness. I told you my theme was effectiveness; I mean effectiveness from top to bottom. Committees should determine their objectives and work towards them. Chapters should work towards the Presidential Award of Excellence.

I am looking to our use of new tools, tools which will help us to be more effective because we will be able to communicate more easily and more quickly. I am extremely excited that one of the great presidential members of this Society, William Chapman, has taken my challenge to analyze what we are facing in advanced information transfer and what we should do to speed our progress in this area.

If we do these things, if we concentrate on these items, we will produce suitable opportunity for every ASHRAE member to truly feel that he is a professional among professionals. When that happens, your own self-esteem is earned. As such, we will not only deal with the problems that we will certainly face, we will be dealing with them together and using our collective intelligence.

We can justly be proud of our contributions to all of society. It is an honor to be a part of ASHRAE. I accept this challenge also as an honor, and with great humility. □ □



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*ASHRAE has played a vital role in the preservation of our diminishing natural energy resources. While our national leaders have turned their backs on this problem, ASHRAE has faced it."*



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