

society communications



'To Strive for Excellence'

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THE most difficult task I had as President-Elect was to decide on an appropriate theme for my term of office that would be of the same caliber as those of my most recent predecessors. I would like to review the themes of ASHRAE's last five Presidents to illustrate the high standards that have been set.

In 1966, Lincoln Bouillon made membership recruitment his main thrust. He presented the goal that every qualified person in the industries we represent should be a member of ASHRAE. You will recall that Mr. Bouillon died a few months after he took office.

He was succeeded by W.L. McGrath, whose emphasis was on the manpower problem in our industries. To help solve this pressing problem of lack of trained manpower, the Education Committee was reconstituted and its scope was broadened.

P.N. Vinther, the practical gentleman from Texas, felt that the year 1967-1968 should be spent in consolidating and improving our membership recruitment and the work of the Education Committee on the training of competent manpower for our industries.

W.L. Holladay, our scholarly Past President, introduced the theme of continuing education — a lifelong process. He pointed out that all of us must continue to keep abreast of the latest technical knowledge throughout our professional careers.

This past year, W.G. Hole, our distinguished President from Canada, reminded us that we should give re-

newed emphasis to our canons of professional ethics.

Based on these fine programs, you can understand my concern in deciding upon a theme that would maintain the high ideals set forth by our recent leaders: The fact that we have entered a new decade — the Seventies — has provided an additional challenge.

At our last two national meetings, we devoted some time towards the recognition of ASHRAE's 75th Anniversary. Presidential Member D.D. Wile, Plenary Session speaker in June 1969 at Denver, recalled the state of our industries 75 years ago. He also pointed out some of our present shortcomings, particularly in the air conditioning of facilities used by the general public.

We ended our 75th Anniversary celebration with a thought-provoking address by Presidential Member W.L. McGrath in January 1970 at San Francisco, forecasting the state of our industries in 1994, when we will observe our 100th Anniversary. Mr. McGrath stated that many of our present-day air-conditioning installations do not incorporate some of the proven principles established by ASHRAE. In other words, in some instances we are not doing as good a job as we know how to do.

The speeches of these two Presidential Members have set the stage for the theme which I should like to emphasize during my term as President.

My theme this year is to propose a goal for the Seventies — "To strive for excellence."

I do not mean to imply that we have not had excellence in the work of the Society in the past, but there is considerable room for improvement.

One reason why this theme is appealing to me is that it can be applied to so many areas of ASHRAE activities. It can apply to the work of our Headquarters staff in New York, the work of all of our General and Technical Committees, the operation of each of our 110 Chapters and, certainly, to the work of our Officers and Board of Directors.

John W. Gardner, former Secretary of Health, Education & Welfare, in his book "Excellence" expressed what I believe to be one of the most important aspects of this theme — "To Strive for Excellence." I quote Mr. Gardner:

"I am not saying that we can expect every man to be excellent.... But many more can achieve it than now do. Many, many more can *try* to achieve it than now do. *And the society is bettered not only by those who achieve it but by those who are trying.*"

I chose the wording "to strive for excellence" after considering a number of similar phrases, because I like the connotation of "strive." Webster gives the definition: "to make efforts; to labor hard" with the synonyms "try," "labor," "toil," and "aim." Certainly, if we can put these words into action, we will make progress in the Seventies.

I would like to ask every Committee to define its goals for the Seventies and I request that these committee goals be presented to the Board of Directors by the Coordinating Officer.

If each Committee could outline its goals for the decade, I believe that ASHRAE's activities will be more effective. I realize that this will not be an easy task for volunteer committee members who devote many hours to Society work, but I feel that we can reap rich rewards from establishing our short- and long-range goals. I am convinced that it will help us in achieving our overall goal for the Seventies — "To strive for excellence — the quest of the engineer."

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