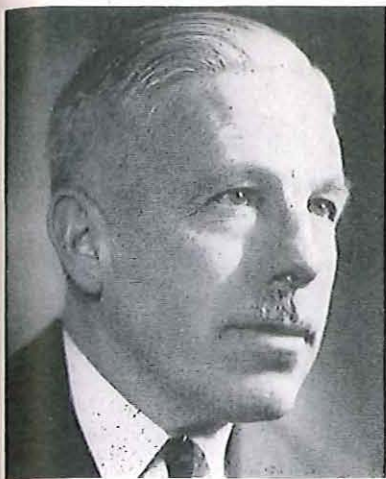




July 1962



JOHN H. FOX
President ASHRAE

As we enter the new Society year...

The first President's Page from the pen of a newly-installed president would seem to be a most appropriate one in which to recognize the solutions to some of the difficulties of the recent past and to look forward to the near future. It is sufficient to say that these difficulties have been manifold and have presented problems of varying magnitude. They were encountered in practically all aspects of our Society activities. Happily, most have been dealt with and decisions made for their resolution.

As we enter the new Society year of 1962-63, it is my belief that ASHRAE is well prepared to go forward to meet the challenges and demands of the technologies of engineering within the specialized fields of heating, refrigerating and air conditioning. This is no idle comment. A quick review of some of the activities of the Society may well be timely.

From the point of view of administration, the past year has seen the consolidation of our office services; introduction of machine accounting and membership records; and a complete reorganization of staff responsibilities and duties. A firm of business consultants was retained and its recommendations accepted where applicable.

Financially, changes and economies have been made in our accounting procedures and a complete survey of systems made, resulting in definite savings and greater effectiveness.

At this time of writing, a critical review by retained consultants with regard to the sale of advertising space, together with the necessary promotion, is in progress; decisions based on the recommendations of the anticipated report are certain to help us make this vital aspect of our operations more effective.

The difficulties of a complete re-orientation of the Society research program have been concluded and are bound to result in an upsurge of interest in, and a broadening of, the scope of ASHRAE participation in projects of basic concern to our members.

The effectiveness of the regional plan of operation, through Chapters Regional conferences and meetings, has become evident by the interest in, and quality of, those which have been held in the past year, in each of the ten regions. The greater knowledge of the Regional Directors as to their duties and responsibilities to the chapters of their respective regions and, more particularly, the greater appreciation by the chapter officers as to the assistance that Regional Directors can render, have been most rewarding.

The continuance of present membership development programs will engender an encouraging increase in new applications for membership and, equally to be desired, applications for re-instatement from erstwhile members.

Public relations activities remain, as always, a most important aspect of all our programs. Not only should we seek publicity, but all members should be aware that Public Relations, in its broadest sense, is the responsibility of each and every member and not just the special duty solely assigned to a staff member.

As the new Executive Committee and Board of Directors start their duties, it surely can be said that, with the background and record of accomplishments that have been given to them, they have a solid base from which to work and go forward.

Enlarged activities in the development of Standards; a new approach to editorial policies for the improvement of the JOURNAL; continuing cooperation with other national and international engineering technical societies; an ever-present review and revision of the GUIDE AND DATA BOOK; these are but a few of the many programs for the year ahead. Long Range plans for the more effective use of our resources will continue to be developed.

The newly-elected officers are not unmindful of the responsibilities that they have assumed. It is their sincere hope that their activities and decisions will be "for the benefit of the membership and the general public."