

# society communications

## ASHRAE... Man and His World

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**T**HE celebration of an anniversary is a time to rejoice. It is also a time to look back on the past and to assess the future.

As ASHRAE members look ahead we must understand what is inherent in our obligations to continue to further the objective of the Society—"to advance the arts and sciences of heating, refrigeration, air conditioning, and ventilation, and the allied arts and sciences, for the benefit of the general public."

In my country of Canada, we have come to think of ourselves as experts at anniversary celebrations. Canada, two years ago, celebrated the 100th Anniversary of Confederation. It was a very interesting experience and I would like to draw a parallel between the 100th Anniversary celebration in

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Canada and the 75th Anniversary of ASHRAE which we will be recognizing in our various activities throughout the coming year.

Canada, as you know, embraces a wide diversity of people, of geography and of climate. There are some areas where the year-round climate is almost sub-tropical and others where a deep-freeze environment prevails for many months of the year. In some places the sun never appears in winter but in summer these same places become the "Land of the Midnight Sun." We have long stretches of sea coasts, vast mountain ranges, prairies and lake country. Our people are active in agriculture, mining, manufacturing, all with local problems and yet organized on a vast federal basis—from St. John's, Newfoundland, to Victoria, British Columbia, from Windsor, Ontario to the North Pole.

As the centennial year approached

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to mark 100 years of Confederation, it was exciting to us to take a look at ourselves, to see the big picture and to try to assess what some of our aspirations and obligations really are.

Those of you who were in Canada in our centennial year must have felt the great awakening... how people became aware of the extent of our accomplishments in 100 years and the great burden that is on us to continue our development in the years to come. Recognition of the many opportunities ahead of us was possibly the greatest single factor in the enthusiasm that seemed to sweep the country.

Centennial celebrations were outstanding in all parts of Canada, climaxed by the World's Fair—Expo '67 in which over 70 countries joined with displays built around the theme—Man and His World—his past accomplishments and his potentials for the future.

Man and His World—that really is what ASHRAE is all about. The activities of our members are all related in some way with man's environment and well being, his living and working conditions, his food supplies, his comfort in his surroundings.

ASHRAE, too, embraces a wide diversity of people. We are specialists in many areas of heating, ventilating, refrigeration, air conditioning, hydronics, fluidics, cryogenics—the list is long and the talents of our 25,000 members represent an immense resource. Our name emphasizes the practical nuts and bolts aspect of our activities. We are people with the ability to get things done.

However, as an organization serving the public, we must recognize our responsibilities, not only as specialists in our many fields, but as respondents to the challenge to provide the proper total environment needed in our modern complex structures. Many of

us are experts in cooling, others in heating, air distribution, air cleaning but, in the last analysis, the total environment, the job done in coordinating all these things, is the criterion of our performance. As environmental engineers, we must extend ourselves to display our talents early in the planning stages of the many large complex installations needed in the immediate years to come. We must be the architects of environment and do a thorough job in providing comfort. We must do this at the high level at which we are now capable and it is our duty to make sure our services are used to the best advantage.

In accomplishing some of these objectives, I think the 75th Anniversary year is a proper time for us to give new prominence to the Canons of Ethics for Engineers—a time for each member to review these Canons carefully and understand their implications. The Canons of Ethics establish a code of behavior for all engineers in all disciplines. The first two paragraphs outline the philosophy:

"Honesty, justice, and courtesy form a moral philosophy which, associated with mutual interest among men, constitutes the foundation of ethics. The engineer should recognize such a standard, not in passive observance, but as a set of dynamic principles guiding his conduct and way of life. It is his duty to practice his profession according to these Canons of Ethics.

"As the keystone of professional conduct is integrity, the engineer will discharge his duties with fidelity to the public, his employers, and clients, and with fairness and impartiality to all. It is his duty to interest himself in public welfare, and to be ready to apply his special knowledge for the benefit of mankind. He should uphold the honor and dignity of his profession and also avoid association with any enterprise

of questionable character. In his dealings with fellow engineers he should be fair and tolerant."

In future, these Canons will be reproduced more frequently in ASHRAE publications. Let us give them prominence and in our rapidly changing world generate utmost respect for our standards of conduct.

Seventy-five years is a long time in the history of a society such as ours. In those 75 years there has been phenomenal progress. But the rate of acceleration of our activities is increasing rapidly. In the last 15 years, our growth has been much greater than in the first 60. In the next 25 years, even before we reach the year 2000, the extent of our activities will likely be doubled.

And, yet, everything that has been done in the early years has formed the foundation for our accomplishments today. This Anniversary year should inspire us to re-assess our reason for being and to re-define the directions in which we must proceed to accomplish the obligations we have before us.

At the first annual meetings of our predecessor societies, ASH&VE and ASRE, Presidents Edwin P. Bates and John E. Starr, respectively, used these words: "If we carry out the provisions of our constitution we shall be public benefactors." "The basis of our Society is the maintenance of high professional standards." "We have undertaken the responsibility of speaking with authority, of finding the truth and proclaiming it."

In our 75th Anniversary Year, our task is great and our obligations are many. The disciplines and endeavors which we represent are facing the greatest opportunities in our history. Let us all turn to the task with the best we have. On our 100th Anniversary, may we look back with pride on our progress.