

ASHRAE Heralds International Year

NEW HORIZONS 1974

Mr. Rickelton's inaugural address was delivered during installation ceremonies at ASHRAE's 1974 Annual Meeting in Montreal. His theme during his term of office will stress a greater degree of involvement and cooperation among nations.

DAVID RICKELTON
President ASHRAE



THE fiscal year 1973-74 has been challenging and interesting for ASHRAE. The energy crisis has presented many problems impelling your Society to face up to necessary changes in methods of operation; to re-think and assess our position and visibility; and to assess the impact of our

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activity upon those industries we serve.

Many of the difficult problems of the past few years are still with us. One of these—inflation, has forced us into a dues increase at least two years before we thought it would be necessary. Publishing costs continue to spiral upward. The energy dilemma, with the need for Society action in many areas of our activity, has presented us with a challenging opportunity to render service to the general public. This is now a time when our expertise, yours and mine, can be published and immediately heard.

There have been many demands on our time and resources, including careful planning and budgeting for the years ahead. Certainly we must resist inflationary trends in our business, in our private lives, as well as in our Society activities, while at the same time, we must conscientiously pursue the fulfillment of our Society's objectives. Our active membership, the officers, Board of Directors, and Headquarters staff, have all been quite zealous in attempting to weigh requirements for services against costs to furnish the service and to remain within budgetary limitations. Increased services over the past year have been both extensive and expensive.

Past President Roderick R. Kirkwood is to be commended for his tireless efforts in giving ASHRAE direction to carry out his theme for Energy Optimization, and in placing the Society in a position of leadership in energy conservation. Some very positive actions have been taken. These actions will have a continuous and lasting effect in reducing energy requirements. Mr. Kirkwood has reported to you about the development of Standard 90P "Conservation of Energy for New Buildings," (an Overview of which appears in the July issue of ASHRAE JOURNAL). Many of our members have given a considerable amount of time over the past 3 or 4 months to produce this document. This activity will continue until the final draft is approved by our membership, and beyond this period as our knowledge increases and improvements in methods and procedures unfold.

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Rod outlined to you on many occasions, the vigorous amount of activity within our society, in research, standards preparation, chapter participation, and outside of our Society in fostering inter-society and inter-disciplinary cooperation, to combat the energy shortage. The need to offer cooperative platforms for technology exchange and advancement is evident, and is unquestionably a need we can fulfill.

In the race to provide additional energy sources, solar energy research and development have received much attention in Washington. Billions of dollars are being earmarked for resource development—necessary programs for the long term. But so little is said, with funding just now in the discussion stage, for development and/or promotion of energy saving techniques for application to existing buildings. A bill recently introduced in Congress by Rep. Udall, sets specific annual energy *use* growth rates at half of the present U.S. rate, but has questionable possibility for enactment. Our hats off to David Freeman, a professional engineer with the Ford Foundation. In testifying before Congress on this particular bill, he said “energy growth limitation would result in less investment in power plants, oil refineries, and stripping shovels, and greater investment in such items as insulation, heat exchangers, heat pumps, and recycling plants.” I do not believe that a reduction in resource investment is practical at this time, but certainly application of **resource recovery** and **conservation procedures** is the key to the short term solution of our energy problems.

MORE WORK AHEAD

There is still much work to be done. All serious estimates of energy availability indicate five to ten years before energy self-sufficiency may be attained. As important as the search for additional fuel, is the search for conservation techniques for efficient heating and air-conditioning systems. As members of ASHRAE we must continue to emphasize “Energy Optimization through Technology” in fulfilling our common concern for the public welfare. As individual consumers and concerned designers of energy usage systems and equipment,

we must *conserve*, and *plan* to conserve, energy resources for a number of years to come.

The energy dilemma brought forcibly to our attention another very important Society problem. For many years our consuming activity has been a search for technical knowledge and the dissemination of that knowledge. When the time came for our Society to take the lead in conservation matters, we discovered that our identity *outside* of our industry was not well established. Even within the engineering fraternities we found a lack of appreciation for ASHRAE membership knowledge and Society capability. Many did not know of our activities over several decades in research and documentation of energy *transfer, usage, and recovery*.

It is time that governing bodies and businessmen in general stop asking “*ASHTRAY?*—What is *ASHTRAY?*” We can no longer sit smugly in our ivory tower of engineering competence while those of lesser capability legislate us into a Pandora’s box. Positive action has been required this past year to make known our **existence** to governing and legislative bodies and to investigate pending legislation in the energy field. We cannot fulfill our objectives as one of the major engineering societies in our industry; without adequately disclosing our identity; without insisting upon the recognition of our technical importance in matters affecting our areas of expertise; and without taking steps to be completely informed on pending pertinent government actions affecting our industry. This can be and must be done without lobbying activities on our part, but instead by convincing influential bodies that our concern is for the public welfare and is in the interest of application of tested engineering principles. Enhancing ASHRAE’s public image will be of major importance in the years ahead.

I am confident that our Society will take its proper place in the public’s mind as the arbiter of engineering technology in the HVAC&R field. We must be diligent that ASHRAE’s technology be made accessible to all those governing bodies which have influence on the way we live. Our

input will, inevitably, be our output. It will be our objective that through your cooperation and community spirit, no legislation action—be it provincial, federal, or state—of concern to our industries, be enacted without our consent.

GROWTH

The growth of ASHRAE in numbers and in vitality over the past 5 years must be appreciated by any thoughtful observer. Constant vigilance should be exercised by all concerned toward: Membership growth; increased services and individual involvement; educational and research activities; chapter and regional growth and enthusiasm; membership dedication to freely and unselfishly exchange and document our technology. All have been the motivating forces behind a continuing and healthy growth atmosphere. We continue to increase in numbers. Over the 5 year period we show a 20% increase in our ranks which now exceed \$30,000 members. This is a significant accomplishment when you consider that other technical societies are barely holding their own in these inflationary times. Our growth internationally shows an impressive 41% increase in this same period. I have traveled abroad extensively over the past several years, and have had the privilege of meeting with many of the officers of our Associate Societies around the world. I have met with 7 such organizations in Norway, Sweden, France, England, Australia, New Zealand and Japan, and with two prospective associate organizations. Interest in the operation and the accomplishments of ASHRAE is high. I have found ASHRAE technology in the form of our Handbooks, Journal, and other publications in offices of contractors, engineers and manufacturers around the world. Our publications have become worldwide standards. We have truly become an International Society.

It is quite evident that the *economic welfare of all nations* is becoming increasingly dependent one upon the other. The speed of transportation has brought us closer to the activities of our counterparts around the world. As we observe each other's progress and procedures, we appreciate the need for closer cooperation and exchange of ideas and information. We will need the input of our overseas members in solving metrication problems and in developing truly international standards that will bring our continents closer together. Never has there been a greater need for international cooperation between governments, scientists, engineers and businessmen to explore worldwide improvements in living standards.

As the interdependence of nations increases, so must cooperation and exchange of information. To aid in bringing this about, I propose that the Society year 1974-75 (beginning July 1, 1974) be an **International Year of Progress and Cooperation**. We hope to bring about a closer relationship between ASHRAE, our International Associates, and related organizations around the world.

This proposal has been under discussion for some time by your Executive Committee, the Board of Directors, and those committees affected. An "International Year" Committee has been appointed, and several of the recommendations of this committee have already been implemented. Several prominent overseas members have accepted appointment to our general committees. Professor Ken-Ichi Kimura at Waseda University in Tokyo and Professor E. Rodahl, of the University of Trondheim in Oslo have accepted appointments to our International Activities Com-

mittee. Dr. P. O. Fanger of the Technical University of Denmark, a well-known researcher in the area of thermal comfort, has accepted an invitation to be a Consultant to our Research & Technical Committee.

We are presently engaged in cooperation with international organizations to present technical programs outside North America. This year ASHRAE took part in INTERCLIMA, the 4th International Heating, Refrigeration, Ventilation and Air-Conditioning Exposition in Europe and co-sponsored the 2nd Symposium on the Use of Computers in Environmental Engineering, held in Paris in June.

Cooperative research projects and Standards activities with overseas associations are in the discussion stage. One such project is presently underway with an Australian research body.

Improved communications with overseas members and with international Associate Societies will be encouraged through: Improved mailing schedules; visits by ASHRAE members; an international newsletter; and increased ASHRAE membership within the Societies.

Where Associate Societies do not exist and interested individuals meet the requirements for an ASHRAE Chapter or Branch status, the Board of Directors will give consideration to a petition for such status.

An International meeting of ASHRAE will take place in Atlantic City, New Jersey on January 26th through 30th, 1975, with special emphasis placed on International Activities. Programs of interest are planned for our Associate Societies and overseas visitors. The ASHRAE/ARI International Exposition will be in progress at the same time.

NEW HORIZONS

And so we look forward to *New Horizons* for ASHRAE in the year ahead. Horizons of opportunity for progress and growth.

- **HORIZON 1**—Solutions to the energy dilemma. Our contribution in the conservation area will be invaluable in helping to bring this problem under control. If government and industry will listen to ASHRAE and its members, the confusion now existing can be relieved and many of the problems will diminish expeditiously.

- **HORIZON 2**—Possibly more important to us than the energy problem is the establishment of ASHRAE's position of responsibility to society in general as *the* technical authority in energy conservation matters related to HVAC&R systems.

- **HORIZON 3**—To firmly establish ASHRAE *identity outside* of our industry. To expand our visibility nationally and internationally.

- **HORIZON 4**—To expand our *borders* in an effort to *infuse* worldwide technology into the most important literature in our industry—the ASHRAE Handbooks, Journal, Transactions and Standards. To create an atmosphere for worldwide research activities, standards preparation, and cooperation in exchange of knowledge.

Anticipating your usual enthusiastic response, these goals can be achieved if not wholly, certainly in part in 1974-75. □□