



Involvement: Beyond Ourselves

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CHANGE disturbs people! It always has! It upsets routines and established procedures. It creates unfamiliar situations and defies convention.

Most of man's institutions are resistant to change. And ours—ASHRAE—is no exception. We all recognize the wisdom of the old saying, "When change is not necessary, it is necessary not to change."

But change *is* necessary to meet today's evolving needs. The change-with-meaning that has been recently brought to our Society has been impressive. This emerging spirit—this *Involvement: Beyond Ourselves*—needs to be encouraged and continued.

Change does not always produce a Renaissance, but it can if the members of our Society think hard and clearly enough about where we want change to take us. We need to take a fresh and uncluttered look at the world

around us and ask ourselves: Where do we fit? How will we fit best? And what is the contribution we expect to make? I have asked myself these questions for our Society and the answer comes ringing back: *Involvement: Beyond Ourselves*.

Our immediate past presidents have stressed different contributions: Frank Bridgers' "Strive for Excellence" set a pattern for management; Dr. Stanley F. Gilman's "Involvement" espoused the principle of putting a little something back; Walter Spiegel's "Meeting New Challenges" gave new meaning to the research and technical program; Rod Kirkwood's "Optimum Energy Utilization" started the awakening of needs outside our immediate interests; David Rickelton's "International Year" recognized the strength and needs of our international membership; and William Collins' "Commitment" asked for devoted attention to the affairs of the Society.

All of these operating principles have contributed to the development of a magnificent organization. The development was internal, however, and changes in attitude towards the Society's obligations somewhat subtle.

But then came Bill Chapman who recognized that continued excellence

needed another ingredient—*change*. He asked us as members and as a Society for that change. He asked that we review all aspects of our organization to determine what needs to be changed in order to continue the Society's momentum toward greatness. He asked that we consider change in standards of performance, change in research direction, change in growth planning, change in relationship with related organizations, and change in attitudes which could impede our progress.

Basically, I have always thought that the strength of this Society lies in its people, and I have tried to promote Society activities which are people oriented. I have encouraged the inclusion of technical sessions in regional meetings and workshops aimed at improved chapter operations and at bringing the objectives of the Society closer to all of us who are members.

I will continue to do this; but I believe the timing is right to do something else in the coming year. To insure continued development and growth—and ASHRAE is one of the few societies to enjoy good growth in the past decade—we must adjust our attitudes with respect to *Involvement: Beyond Ourselves*.

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As our posture on many things has changed over the past several years, I have noted reluctance on the part of some of our members to assume a more activist role. Nevertheless, we did begin work on a number of projects in which we had mutual interests with other groups. We have worked with our international associates. We have worked with other international organizations in our field: the International Standards Organization (ISO), the International Institute of Refrigeration (IIR), and the Chartered Institute of Building Services (CIBS).



We are continuing our cooperation with the Air-Conditioning and Refrigeration Institute (ARI) and other trade associations, such as the Sheet Metal and Air Conditioning Contractors National Association (SMACNA), the Mechanical Contractors Association of America (MCAA), the American Consulting Engineers Council (ACEC), and the National Environmental Systems Contractors Association (NESCA). We have looked to other organizations like our own, such as the Illuminating Engineering Society (IES) and the American Institute of Architects (AIA), for their help on cooperative projects. And we as members are working with intersociety organizations such as the Council of Air Conditioning and Refrigeration Industry (CARI) and the Association for Cooperation in Engineering (ACE).

But this is not enough! We must reach beyond our own needs. Our expertise demands that we contribute solutions to the problems that society faces as a whole.

ASHRAE's involvement with energy is a good case in point. Most ASHRAE members recognize that we do have an energy problem and that "crisis" is the right word for it. They also know that the U.S., with 6% of the world's populations, accounts for 30% of the world's energy usage. They know that of the total U.S. consumption, over one-third is in buildings, and they know that as much as 50% of this is wasted! If we can reduce the waste by half, a very achievable objective, we would save 8%-10%, and that converts to at least 3,000,000 barrels of oil per day.

ASHRAE members know, therefore, that conservation is a first order of priority, and they have responded by putting their expertise to work achieving that potential savings, which agrees with one of the main thrusts of President Carter's energy program.

There is no question that we can construct more efficient buildings and that we can cut down on unnecessary lighting, manufacture more efficient mechanical equipment, and design more efficient HVAC systems.

In the meantime, as suggested by Rod Kirkwood and David Rickleton, we have extended our visibility both nationally and internationally so that our expertise, our ability to help conserve the nation's energy resources, is recognized. We must now face these responsibilities squarely. If we don't, someone else will—someone far less qualified.

There is no question that meeting these obligations has both legal and ethical implications. We are a tax-exempt organization, a status we cannot afford to jeopardize, and our efforts may result in the highest praise for accepting responsibility or, conversely, the greatest of criticism for interfering with the practicing professional.

Nevertheless, it is imperative that ASHRAE accept the risk. Recognizing this, some time ago we established a Public Affairs Committee, and we have responded to government requests for cooperative effort. Recently, we have assumed leadership in a conference involving several societies and government agencies: the Department of Housing and Urban Development (HUD), the National Bureau of Standards (NBS), the Federal Energy Administration (FEA), the Energy Research and Development Administration (ERDA), the Illuminating Engineering Society (IES), the American Consulting Engineers Council (ACEC), the National Society of Professional Engineers/Professional Engineers in Private Practice (NSPE/PEPP), the Society of American Military Engineers (SAME), and the American Institute of Architects (AIA).

As a result of these conferences, the ASHRAE-AIA Liaison Committee is likely to be expanded to include the other societies involved, and the conferences will be continued monthly to provide a vehicle for review of and comment upon the developing government programs in the area of energy conservation. Each conference will also provide a forum for ASHRAE to explain the importance of ASHRAE Standard 90-75, the Standard 100 Series ("Energy Conservation in Existing Buildings"), and the various solar energy standards being developed by the Society. We must be sure that our government has available to it the very best advice in this critical issue of our times.

During this meeting and in the months to come, your officers, directors and committees at interest, will develop an energy policy and guidelines for ASHRAE's growing *Involvement: Beyond Ourselves*. These guidelines will establish the nature and extent of our increasing involvement. We want you to understand this involvement. We want you to understand the need for this involvement. We want you to endorse this important role in which the Society is being cast. Remember, necessity makes even the timid brave! □□