



'To Strive for Excellence'

FRANK H. BRIDGERS
ASHRAE President

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."

F.H. Bridgers is president, Bridgers & Paxton, Conslt Engrs, Albuquerque, N.M.

New Chapter Awards of Excellence

DR. STANLEY F. GILMAN
ASHRAE President

BASED on the Society's experience last year, new criteria have been developed for Chapter Awards of Excellence, characterized by simplicity and flexibility.

Instead of minimum required accomplishments in specific areas, it will now be possible to win an Award of Excellence by obtaining a total of 1000 point credits in any or all of four different areas.

The base is the number of chapter *area* members coded to the chapter. Since this figure will ordinarily be larger than the number of Chapter Members, the point credit system has been adjusted to ease the requirements for receiving an award.

Stephen C. Singleton, Membership Secretary, will act as Awards Coordinator, will make the computations and periodically distribute a list to all chapters showing their accumulated point credits and relative standings.

RULES

General

Any combination of membership increase, attendance increase, research fund contributions, and Regional Conference or Meeting attendance that equals or exceeds 1000 *credit points* wins a chapter Award of Excellence.

The contest period is the Society fiscal year: July 1 to the next June 30. The winners will not be known until after the June Annual Meeting; however, they will be announced as soon as practicable after June 30.

Membership Increase

The base is the number of chapter *area* members coded to the chapter as of July 1 and as determined by Society Headquarters. This base reflects members dropped for non-payment of dues as of June 30. Furthermore, the base does not change during the entire fiscal year—losses or gains after July 1, such as transfers in or out, resignations, etc., will be *ignored*.

Membership increase is based entirely on the number of persons joining ASHRAE for the first time and

coded to the particular chapter area. The chapter is credited with a membership increase on the date that the completed application, with admission fee, is *received* at Society headquarters. Student members are not counted either in the base or in the membership increase calculations.

The point credit formula for membership increase is 100 times the square root of the per cent increase in membership. Typical values are listed in Table I.

Attendance Increase

This is the average percentage increase at the regular technical meetings—social events, golf outings, etc. are excluded. The base is the average total attendance (sum of members and guests) during the previous fiscal year as determined by headquarters staff from the Chapter Meeting Minutes sent in to headquarters by chapters.

The point calculation formula and method of point credit calculation is the same as for membership increase. Typical values are listed in Table I.

Research Fund Contributions

The base is the same as for membership increase and is the number of

chapter *area* members coded to the chapter as of July 1. The base does not change during the fiscal year.

Except for approximately 18 major contributors, and Society travel reimbursements, chapters will receive credit for all research fund contributions from any or all sources in their chapter *areas*, regardless of whether or not the chapters solicited the contributions. For example, when some individuals pay their dues they enclose personal contributions to research; these will be credited to the appropriate chapters.

Each chapter having a major contributor in its area will be advised by letter of its name by Society headquarters.

The point credit formula for research fund contributions is 150 times the square root of the dollars contributed per chapter area member. Typical values are listed in Table II.

Regional Meeting Attendance

Point credits are shown in Table III. The Regional Chairman is responsible for allocating the proper number of point credits from Table III to each chapter and for transmitting the data promptly to Society headquarters.

Table I. Point Credits for Either Membership or Attendance Increase

Per Cent Increase	Points
1	100
5	224
10	317
15	388
20	448
25	500
50	707
75	868

Table II. Point Credits for Chapter Research Fund Contributions

Dollars per Chapter Area Member		Points
1		150
5		336
10		476
15		583
20		672
25		750
30		822
40		950

Table III. Point Credits for Regional Conference or Meeting Attendance

Attendees	Points
Chapter Delegate and Alternate*	0
Chapter Officers and Board of Governors	25 each
Members other than delegate and alternate	
Chapter Education Committeeman	25
Chapter Membership Committeeman	25
Chapter Research Promotion Committeeman	25
All other Chapter members	10 each
Maximum total points for any Chapter	250

*If either delegate or alternate is not in attendance during any caucus or business meeting session, deduct 25% of the total point credits. If both the delegate and alternate are not in attendance during any caucus or business meeting session deduct 100% of the total point credits.

S.F. Gilman is manager, Environmental Control Planning, American Air Filter Co, Louisville, Ky.

versity gave to TC 1.4, and I was impressed by the sophistication of this research.

TC 1.2—"Instruments and Measurements"—is planning a Symposium on the techniques of continuous recording of low pressures. I hope the TC can schedule this Symposium before Dr. Harris Sullivan, the TC Chairman, retires next year. We will miss Dr. Sullivan.

A very important TC which silently does its work is the TC 1.6—"Definitions and Nomenclature". Its Chairman, Jacob Klassen, is a Canadian, and I mention this only because sometimes we forget that the "A" in ASHRAE stands for both the U.S. and

Canada; so it's nice to have Mr. Klassen as one of the direct reminders of that "A". Mr. Klassen's and his Committee's job is to assure that definitions, abbreviations and symbols adhere to a uniform format in all ASHRAE literature, and also to make sure that they are consistent with those used by other societies. That Committee has already done the spade work for ASHRAE for the day when we adopt the metric system.

Finally, there is the TG on Durability, Reliability and Serviceability, chaired by Herbert Brody. As in Energy Conservation, ASHRAE has over the years developed a lot of information on this subject and it is up to

this TG to bring it in focus and in a better perspective. The TG has already defined what to consider durability, reliability and serviceability, how to measure these concepts and has prepared guidelines for use by the industry.

I hope I have given you a brief but clear "overview" of what the TC's and TG's in my Section are all about. Let me just add that the TC's and TG's are made up not just of people, but experts in their respective fields. They are intelligent, able and "fun to be with". In your lingo, they are "OK" people. No wonder I enjoy the ASHRAE meetings.

Love,
DAD

AWARD of EXCELLENCE

RODERICK R. KIRKWOOD *President ASHRAE*

SINCE its origination by Presidential Member Frank Bridgers, this award has grown in stature and has become increasingly important as an indication of the enthusiasm and effort put forth by the chapters and their individual members.

The presidential Award of Excellence has provided a goal for outstanding activity among many of our Society chapters, and there are more winners this year than last. Our goal, of course, is to have every chapter win the Award of Excellence.

Some of the chapters did such an outstanding job that they had over twice as many points as required. Such effort deserves additional recognition. Therefore, any chapter which has twice as many points as required for the Award during the 1973-74 year will

receive a special citation in addition to the Award of Excellence. Streamers of different colors will indicate second- and third-year winners of the Award.

In order to be sure that the Award recognizes all of the areas of chapter activity, the Education Committee was commissioned to develop a point system to also give credit to chapter educational activities. It was a difficult task to find a means for measuring this activity and establishing the point credits. The system the Education Committee developed takes into account ten different items which relate to the various educational activities of the chapters. With the inclusion of points recognizing these educational activities, the Award of Excellence will be based on 1,200 and the special award on 2,400 points.

The ten items covered by the educational activities are:

- Local university professor liaison;
- College student incentive programs;
- Chapter member lectures to

university student groups;

- Student day activities;
- Student membership;
- Chapter sponsored seminars;
- Secondary school career days;
- Technical school teacher liaison;
- Technical school incentive programs;
- Establishment of ASHRAE related technical programs.

Details of the point system will be provided to each chapter in the chapter newsletter, since the procedure is not easily described in any abbreviated form.

The leadership within the regions and chapters and the hard work of the chapter members are an important part of our activities. They provide the active, vital enthusiasm not only to win the Award of Excellence but to make ASHRAE a society of which we can all be proud. Your participation is truly appreciated by all of us as individual members in addition to the present roles we are engaged in as your regional chairmen and officers. □ □

R.R. Kirkwood is a partner, John Graham and Company, Seattle, WA.

AWARD-OF-EXCELLENCE SCORING SYSTEM FOR 1974-75

DAVID RICKELTON
President ASHRAE

The Presidential Award-of-Excellence has been a vital factor in ASHRAE growth. The parameters used to establish the point score, if applied, will produce chapter growth in numbers, attendance, involvement and enthusiasm. Those chapters and regions making a sincere effort to obtain the Award have benefited in many ways.

During 1973-74, a subcommittee of the Regions Central Committee (RCC) was appointed to examine the scoring system, in order to simplify accounting and to eliminate some inequities. The complex educational activities points created some problems in fiscal 1973-74. The Education Committee produced a form to assist in compiling results of educational activities.

The same educational points system will apply in 1974-75. Chapters will have ample opportunity to produce educational activity results in this fiscal year and the total point score will be 1200. Other changes in method of applying points are:

(1) A curve for increased attendance will be used, permitting the Chapter the advantage of comparing its performance against the average attendance of Chapters of a particular size (Fig. 1).

(2) 250 points will be subtracted from the total score if both delegate and alternate miss the CRC meeting or caucus.

The complete point scoring system for 1974-75 will be as follows:

RESEARCH PROMOTION

Based on Society records as of the beginning of the 1974-75 fiscal year, with no points awarded for those chapters raising less than \$4.00 per member. The Base for members is "Area Members." There will be no limit in the number of points obtainable for this activity.

David Rickelton is Vice President of Aeronca, Inc., Environmental Control Group, Charlotte, NC.

Table I: Point Credits for Chapter Research Fund Contributions

Dollars/Chapter Area Member	Points
4	300
5	335
6	368
7	397
8	434
9	450
10	475
15	583
20	672
25	750
30	822
40	950

The above points were determined as follows:

$$150 \times \sqrt{\frac{\text{Dollars}}{\text{Members}}}$$

MEMBERSHIP INCREASE

Chapters will be divided into two divisions: Division I—0-200 area members, and Division II—201 and over. The membership count shall be based on Society records as of the beginning of the fiscal year. Points are to be awarded on the basis of the following formulas:

$$\text{Division I } 100 \sqrt{\% \text{ increase}}$$

$$\text{Division II } 150 \sqrt{\% \text{ increase}}$$

Table II: Membership Increase

% Membership Increase	Points	
	Div. I	Div. II
1	100	150
5	224	335
10	317	475
15	388	583
20	448	672
25	500	750

There will be no limit as to the number of points obtainable for this activity. Area membership increase is based on applications received at Headquarters.

EDUCATIONAL ACTIVITIES

Educational activities are rated on the basis of unit contribution potential per activity. The maximum number of points available for such activities is limited to 500; the summary score is

multiplied by 500 and divided by the number of recognized activities. All educational activities compatible with Society educational goals should be included.

The following activities are recommended (score keeping formulas are included):

1. Local University Professor-Liaison. A local university is an educational institution, within the chapter area, with an accredited course in mechanical engineering. The professor-liaison must be a full time teacher in this program and a member of the Society and the chapter involved. Credit is limited to one professor per institution.

$$\frac{\text{professor members}}{\text{available institutions}} = \text{unit contribution}$$

2. College Student Incentive Program. Any program qualifies which offers recognition to upperclassmen for "interest in or contribution to" the HVAC&R disciplines. Program can be a student paper or research program competition, or liaison-professor recommendation. Awards (plaques, trophies, cash prizes, etc.) should be limited to one per institution.

$$\frac{\text{Awards conferred}}{\text{number of institutions}} = \text{unit contribution}$$

3. Lectures to Student Groups. Credit is proposed for chapter members addressing student chapter groups (ASME, IEEE, etc.) or participating in ASHRAE-oriented symposiums or lectures on campus. Professional or business-sponsored appearances do not qualify.

$$\frac{\text{chapter members} \times \text{programs participated in} \times 5}{\text{chapter membership}} = \text{unit contribution}$$

4. Student Day Activities. These should include a regular chapter meeting to which students and their professors are invited, containing an engineering student-oriented program.

$$\frac{\text{Schools represented}}{\text{Schools available}} = \text{unit contribution}$$

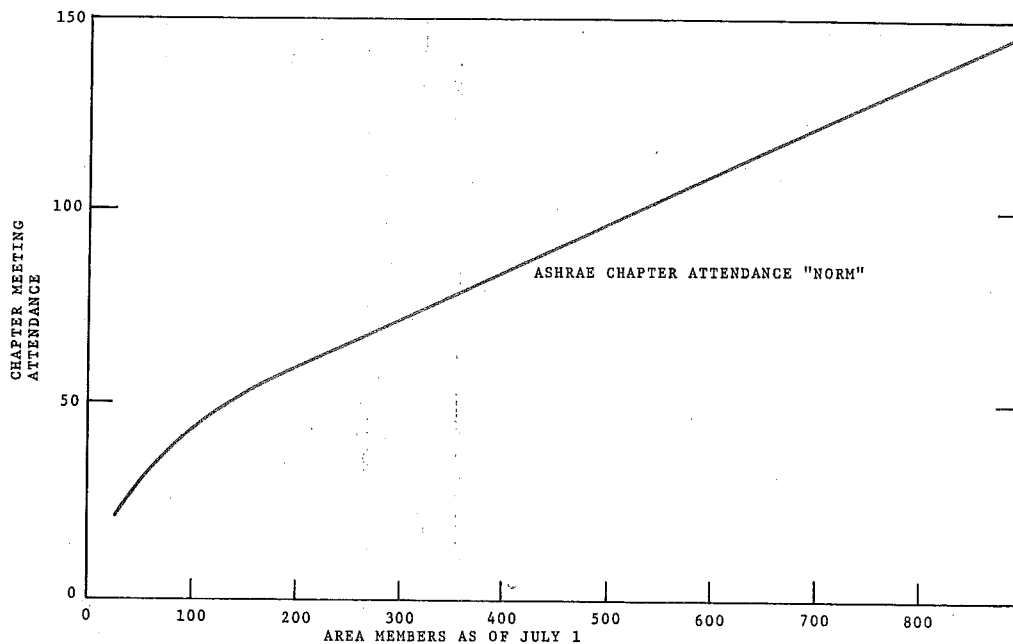


Fig. 1

5. Student Membership. Maximum credit 1 unit.

$$\frac{\text{No. of student members} \times 10}{\text{No. of qualified students}} = \text{unit contribution}$$

6. Chapter Sponsored Seminar. A full day, four-speaker program is one credit unit. Here more than one unit may be applied toward point total.

7. Secondary School Career Days. Maximum credit is one unit.

$$\frac{\text{Chapter members} \times \text{programs participated in} \times 10}{\text{chapter membership}} = \text{unit contribution}$$

8. Technical School Teacher Liaison. Same procedure as for universities. Total available institutions are those within 50-mile radius of chapter meeting place with ASHRAE-related programs in refrigeration and environmental sciences.

$$\frac{\text{Teacher members}}{\text{Available institutions}} = \text{unit contribution}$$

9. Technical School Incentive Program. Same procedure as for universities; same institutions covered by No. 8.

10. Establishment of ASHRAE-related technical programs. Credit is given only for the year in which the program is established. Unit contribution = one unit per program.

A score sheet for tabulating the Point System is available and will be distributed through your regional Educational Committeeman. These forms are to be completed and returned to him prior to June 1.

ATTENDANCE AT CRC MEETING

The following point credit is to be awarded to chapters:

Attendees	Points
Chapter delegate & alternate	0
Chapter officers & board of governors (members other than delegate or alternate)	25 each
Chapter Education Committee Chairman	25
Chapter Membership Committee Chairman	25
Chapter Research Promotion Committee Chairman	25
Chapter Energy Conservation Committee Chairman	25
All other chapter members	10 each
If delegate or alternate misses any caucus or CRC session	- 50
If delegate and alternate miss any caucus or CRC session	-250

MEETING ATTENDANCE INCREASE

Some chapters are doing a superior job in increasing meeting attendance and have been doing so for a number of years, making a further increase inordinately difficult. Therefore, if a

chapter can maintain a high rate of attendance, so that it is above the average attendance for a chapter of its size, point credit should be given that chapter. On the other hand, if a chapter's average attendance for the preceding year was below the "norm" and it increases its attendance, it should also be given credit.

Fig. 1 shows average attendance versus chapter size in number of members. This curve is based on and is the composite of 3 years attendance figures. At the beginning of the Society fiscal year, the "norm" shall be determined from the curve for each chapter and the previous year's average attendance shall be computed. The percentage increase shall be determined by taking the difference between the current attendance and the lower of either previous year's average attendance, or the "norm" for the particular size chapter.

The above hypothetical chapter receives 548 points, as its % increase is 30 when using the "ASHRAE Norm." Using the old method, this chapter would have received only $100 \times \sqrt{1.96\%}$ or 140 points.

Attendance figures shall be based on regular Chapter meetings only. Special meetings of any kind shall be discounted.

The Award of Excellence is to be awarded to those chapters receiving 1200 points or more, and a Special Award of Excellence is to be awarded to those chapters receiving 2400 points or more. An appropriate certificate and a streamer for the chapter banner will be awarded to each of those winning chapters. □ □

MEETING ATTENDANCE

AVERAGE 73-74	ASHRAE NORM	AVERAGE TO DATE	POINTS*
102	80	104	548

*Based on $100 \sqrt{\%}$ increase.