

# “REGIONAIRE”

## From the DRC

*Charles E. Henck, Region III Director and Regional Chairman ('03-'06)*  
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Your Regional officers hope each of you and your families had a safe and happy holiday and New Year. We have been busy developing ASHRAE's strategic plan and attending the Chicago Winter Meeting.

In October we began developing the strategic plan at a special board meeting in Atlanta. The planning committee took the preliminary plan we developed and refined it. We were presented this version last week and it is an exciting and energetic plan looking at where ASHRAE wants to be to serve our members and the global environment that we live in.

The draft contains four strategic directions: 1. ASHRAE will lead the advancement of sustainable building design and operations, 2. ASHRAE will be a world –class provider of education and certification programs, 3. ASHRAE will position itself as the premier provider of HVAC&R expertise, and 4. ASHRAE will lead the global HVAC&R community. Under each of these directions are strategies. Plans will then be developed to achieve each strategy by various committees, consultants and outside vendors that are needed to accomplish these exciting directions by ASHRAE.

The Chicago meeting was the largest in ASHRAE history with 60,000 in attendance at the Exposition. There were over 1900 exhibitors. There were 14 symposiums, 62 seminars, 26 forums and over 100 technical committees, task groups, technical resource groups and ad hoc committee meetings. It was a busy week for your regional officers.

*See from the DRC, continued next column*

*From the DRC, continued*

We even had time for a regional dinner on Monday night with regions 1, 2, and 3 that was attended by over 80 people.

I want to personally congratulate the 9 chapters that achieved Full Circle for a contribution to research by each chapter officer. Thanks for leading by example. Our regional goal is to have all 12 chapters reach Full Circle.

Mark your calendars now for the August 10-12, 2006 CRC in Pittsburgh. Please have every committee chair reserve the date for the Saturday workshops on August 12.

We are planning an exciting president elect training session this spring. Mark your calendars for Friday night and Saturday April 7 & 8. We plan to attend a ball game Friday night and meet Saturday for the training. We have received very positive feed back on the value of this training from previous chapter members who have attended. More information will follow.

As you meet our regional officers at chapter meeting or visits, thank them for the time and energy that they devote to ASHRAE on your behalf.

See you at CRC.

Charlie ❖

## INSIDE THIS ISSUE

- 4 Total Resource Promotion Contributions for Region
- 6 Region III Planning Meeting and Workshop Dates Set
- 8 New CRC Registration Online – See Webmaster

## CALENDAR OF EVENTS

### ASHRAE ANNUAL MEETING

QUEBEC CITY, CANADA JUNE 24-28, 2006

### REGION III CHAPTERS REGIONAL CONFERENCE (CRC)

PITTSBURGH, PENNSYLVANIA AUGUST 10-12, 2006

### Regional Planning Meeting

Baltimore, Maryland April 7, 2006

### President Elect Workshop

Baltimore, Maryland April 8, 2006

# From the ARC

*Dan C. Pettway, Region III*  
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## Strength in Chapters

- **Effective Chapter Meetings**
- **An Active Chapter Board**
- **Knowledge of ASHRAE and it's Mission**
- **An ASHRAE Community**

The topic for this issues' column is "**An Active Chapter Board**". To start the discussion lets review the Manual for Chapter Operations for an understanding of the board consisting of its composition and its duties. The "Board" as it is sometimes referred to is actually called "The Board of Governors". "The Board of Governors manages and conducts conduct the affairs of the Chapter in accordance with the bylaws of the chapter and has supervision and care of all property of the chapter". This is not a duty to be taken lightly. Our board members not only have the duty of successfully operating the chapter and furthering ASHRAE's technical goals in their area, but have the task of raising and administering the funds to accomplish the above. A number of chapters have also created scholarships and maintain endowment funds to support them. In some cases the funds are large and their administration carries a great deal of responsibility.

According to the MCO, "The Board of Governors consists of the chapters' elected officers, the most recent past president and other members elected by the membership in accordance with the chapter bylaws". With all of this responsibility, we need to find and develop the right leaders to accomplish the duties of the board.

One of the largest challenges facing ASHRAE is finding volunteer members to accomplish the work of our Society. Active volunteer members must be grown. There are many volunteer jobs in ASHRAE ranging from a chapter committee member to the President. The fact that our work is accomplished by member volunteers and that our technical work is subjected to multiple peer review is why ASHRAE is recognized as the preeminent authority in our industry. Volunteers can give from a couple of hours a month to the equivalent hours of a full time job. All of the efforts of our volunteers are very important no matter how few hours are contributed.

It is from these small commitments where future leaders are recognized. They become further motivated by learning how large and important our work is. I started by volunteering a couple of hours serving as Chapter Treasurer.

See *Active Chapter Boards*, next column over

## *Active Chapter Boards, cont'd*

After attending a couple of CRC's, learning more about ASHRAE and its work, and enjoying the fellowship of other similarly motivated professionals, I found many reasons to continue to be further involved in our Society. That is how it starts! I apologize for getting a little carried away, but I cannot help being enthusiastic about ASHRAE and what being involved in it has done for me. That is another subject for another day.

When we go searching for active and effective Board Members and Officers we should be looking at people who have already demonstrated responsibility and may have had the opportunity to have served in small capacities like a chapter committee member. As chapter leaders we should not be just grabbing someone to fill a position. Sticking a warm body in a slot could allow a non motivated person on the board, creating a weak link and discouraging others from being active and effective. We have a lot of small chapters in our region. Volunteers may be hard to find. Sometimes grabbing a warm body may be absolutely necessary, but I discourage the practice of always doing so. As chapter leaders we must develop depth in our chapters and grow leadership through continued service, knowledge, and dedication. We should strive to build depth in our chapters no matter what size because depth in leadership creates an active and motivated board. This in turn provides strong chapters that provide future strong regional leaders. Some of Region III's best chapters are small ones with a motivated and active board. An active board is a must for a strong chapter.

In closing I am going to get a little ahead of plan and touch on the knowledge of ASHRAE, which is the subject of my next column in the April issue of the Regionaire. The reason for doing so is to bring up the President Elect Workshop to be held on April 8<sup>th</sup> in Baltimore. This where you can increase your knowledge of Society and where you can learn from the Regional Officers and other Region III Chapter Officers how to effectively run your chapter. Attendance in this session is not limited to Chapter President Elects only. Current Vice Presidents and Secretary's who will be your chapter's future presidents are also encouraged to attend. Their added knowledge will make them better more effective chapter leaders now and also in the future. It is also an opportunity to share in ASHRAE fellowship in a less formal atmosphere than a CRC. There are plans to attend an Orioles Baseball Game the night before the workshop. This social event was widely suggested by the attendees of last year's workshop. Last call for ticket purchases as a group will be this week. I will be sending out a separate e-mail notice to all chapter officers. I look forward to seeing all of you there.

Yours in ASHRAE,  
Dan ❖

## Nominating Committee

*J. Thomas Sobieski, Region III Nominating Committee Member ('05-'08)*  
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*Gary C. Debes, Region III Nominating Committee Alternate Member ('05-'08)*  
(717)771-7547; [gary.debes@york.com](mailto:gary.debes@york.com)

Since the Region III CRC '05, 8/11-13/05, held in Roanoke, Gary and I have attended two Society Nominating Meetings in Chicago. The first was held on 11/12-13/05 at which we represented Region III by advancing your nominations for various officer positions and also forwarded your recommendations for awards to the Society Honors and Awards Committee for their consideration. At the second meeting, held on 1/22/06, the slate of candidates for the 2006-07 Society year was finalized.

The individuals that the Region III chapters nominated at CRC '05 undergo final confirmation in February and will be announced in March. For our region, this includes for the 2006-07 year, a new Director and Regional Chairman (DRC) and a new Regional Vice Chairman (RVC) for Research Promotion.

### **Now is the time for each Local Chapter to activate its CRC 2006 Action Committee!**

A suggested schedule for your committee is to meet in the first quarter of 2006 to identify candidates for positions (the region will need a candidate to replace Ben Crowley as RVC - CTT starting in July of 2007 and also 1<sup>st</sup> and 2<sup>nd</sup> backups for DRC and all four RVC positions). Also at this time you should select those individuals whose service to the chapter, region and/or Society deserve recognition through the various Honors and Awards (detailed information can be accessed on the ASHRAE website at [www.ashrae.org](http://www.ashrae.org) under the tab "About ASHRAE" click on "Honors and Awards").

April through May should be spent confirming individuals' willingness to serve and preparing their biographies and letters of submittal.

During June and July, you should complete your final preparations for CRC '06 in Pittsburgh to be held on 8/10-12/06. In addition to completing your chapter's report and motions to be presented at the business meeting on Friday 8/11/06, you should prepare your chapter's final nominations for various regional and Society officers, recommendations for Society Standing Committee positions and submissions for Honors and Awards to be presented at the caucus on Thursday evening, 8/10/06.

See **Nominating Committee**, next column over

## *Nominating Committee, cont'd*

In the next issue, we will announce the results of the nominations for the 2006-07 Society year.

Tom ❖

## Regional Historian

*Thomas A. Rockecharlie III, Region III Regional Historian ('01 - '04)*  
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The Society year is proceeding quickly. It is not too early for those Chapters without Historians for this year to start lining someone up for next year. Please take the time now to consider the appropriate candidate. Most Chapters look for someone who has a long association with the Chapter and a genuine interest in preserving the History of the individual Chapter. I would encourage incoming Chapter Presidents to begin the search now. The New Year will be here before you know it! As always, feel free to contact me for any assistance that you may need.

Tom ❖

**Please redistribute the Regionaire to your local chapter members. It informs them of what is being done at the regional level of Society here in Region III and reinforces your efforts in your local chapter!**

## **Research Promotion**

*Bradley E. Lowe, Region III Vice Chairman  
Research Promotion ('03 - '06)  
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### **Regional Summary as of 12/31/05**

Region III has collected \$46,591 toward ASHRAE Research.  
Our annual goal is \$195,710

### **Chapter Summary**

Chapter	Chair	YTD	Goal
Philadelphia	Bill Hart	\$4,175	\$26,567
Central Penn	Dan Wyrick	\$4,173	\$10,918
Johnstown	Barry Rains	\$2,100	\$2,379
Pittsburgh	Kurt Scheer	\$1,327	\$6,336
Baltimore	Mike Ford	\$3,026	\$25,107
Nat'l Capital	Lee Guill	\$21,505	\$42,302
Hampton Rds	Tim Patterson	\$840	\$8,281
Richmond	Terrance Kerner	\$3,360	\$10,192
Lehigh Valley	Stuart Heisey	\$1,175	\$3,387
Delaware	Bob Schunke	\$865	\$11,393
Roanoke	Chris Beverly	\$2,970	\$10,784
Anthracite	Frank Kilyanek	\$1,075	\$8,064

The year is half over – are you half way to your goal? Think about how you can get there through special fundraising events and calling campaigns. Remember to reach out to your entire membership.

Congratulations to those Chapters reaching **Full Circle** by the 12/15/05 deadline. 15 RVC assigned PAOE points will be awarded to those who reached Full Circle before I reached Regional Full Circle on 12/12/05:

9/8/05 - Roanoke – Chris Beverly (15 Bonus PAOE Points)

9/9/05 – Richmond - Terrence Kerner (15 Bonus PAOE Points)

9/29/05 - Central PA - Dan Wyrick (15 Bonus PAOE Points)

12/15/05 – Johnstown - Barry Rains

12/15/05 – Baltimore - Mike Ford

12/14/05 - Nat'l Capital - Lee Guill

12/8/05 - Lehigh Valley - Stuart Heisey (15 Bonus PAOE Points)

12/15/05 – Delaware - Bob Schunke

See **Research Promotion Committee**, next column over

### **Research Promotion Committee, cont'd**

12/12/05 – Anthracite - Frank Kilyanek (15 Bonus PAOE Points)

For those Chapters who were not able to make the deadline, the Chapter Award is still available but there are no PAOE points awarded.

### **News from the RP committee meetings in Chicago:**

Starting next fall, Society will be directly mailing all donor recognition items to the recipients. I think we were all doing a good job getting the items to their rightful owners, but this will ensure there are no boxes of coins and plaques in someone's garage for years to come. RP Chairs should still make the effort to recognize donors through table top displays and certificates handed out at the chapter meetings.

Goals this year increased significantly and that was just a step in the direction of an annual \$2.2M RP campaign goal. Ideally, Chapters should be at \$50/Member so expect the goals to continue to rise in the near future.

Michael Vaughn, Research Coordinator for ASHRAE, spoke of a backlog of projects that have been approved but not yet funded. These are projects that YOU the membership (working as volunteers on Technical Committees) have determined are needed to support a Handbook, Guideline, Standard, etc. for OUR industry. "When you drink the water, remember the spring." Give back to the Society that has, and will continue to, support your industry.

Thanks for all your hard work and communication so far!  
Let's keep it up!

Brad ❖

**Have you made your  
Annual Contribution  
to ASHRAE Research  
Promotion?**

## Student Activities

*Paul E. Petrilli, Region III Vice Chairman*  
*Student Activities ('05 - '08)*  
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Greetings from the ASHRAE Winter Meeting in Chicago. We have now reached the half way point in another ASHRAE year and I hope that 2006 finds you at achieving your goals. Now is the time to review each of yours as I review mine. Additionally, with National Engineers Week occurring the Week of February 19 – 25, I encourage all of you to get out and make your K-12 visits and participate in the National Engineering Week activities.

Looking back at my own personal MBO, I have had both failures and successes to date as follows:

<b>Goal</b>	<b>Result to Date</b>
Get all chapter SAC to attend CRC	Failed – Only 1 SAC (Roanoke) attended
Have each chapter exceed par in PAOE	1/23/06 – Two (Lehigh Valley & Johnstown)
Make at least 3 chapter visits	1/23/06 – Johnstown (need meeting notices)
Get at least 10 students to Chicago	Success – 17 from PSU and 2 from PSU Fayette
Receive at least one entry in student design	Not known yet (Discussed with PSU at Chicago)
Develop 2007 Competition Design	Tasks just assigned in Chicago
Develop student "green" event in Chicago	Completed – Panel discussion and tour

Please ask your chapter newsletter editors to include me on their mailing lists such that I can participate in your chapter student night activities.

During the Student Activities Committee meeting and sub-committee meetings I have been tasked with writing the 2007 ASHRAE Student HVAC Systems Design Competition and as a judge for the 2006 ASHRAE Student Architectural Design Competition. In the K-12 area, we are looking to update the "Cool-Science Projects" kits. Each RVC is to bring and demonstrate a science project in the Summer Meeting in Quebec City. Finally, one of the regions has asked that ASHRAE provide a place where employers can find interns, and students can find internships. I will be working with ASHRAE Student Activities Manager, Ashley Pruett to develop guidelines for employers offering internships.

I suspect that each of you have been active this year, but may not be aware of how or of the need to input your own PAOE points in to the Society web page. If you don't have your chapter username and password, contact your chapter president for this information.

The following is a summary of what has been reported to date:

<b>No.</b>	<b>Chapter</b>	<b>Points</b>	<b>No.</b>	<b>Chapter</b>	<b>Points</b>
21	Philadelphia	100	27	Hampton Roads	0
22	Central PA	50	28	Richmond	70
23	Johnstown	420	98	Lehigh Valley	465
24	Pittsburgh	175	112	Delaware	0
25	Baltimore	125	125	Roanoke	100
26	National Capital	0	134	Anthracite	105

Paul ❖

## **Where is my Research Promotion contribution going?**

Just in case this is something you have been wondering, a good bit of it is being invested right here in our region.

Below is a list of active research projects in Region III

### **1051-RP** **PROCEDURES FOR RECONCILING COMPUTER CALCULATED RESULTS WITH MEASURED ENERGY DATA**

September 2003 – March 2005  
Drexel University  
Principal Investigator, T. Agami Reddy  
TC 4.7, Energy Calculations

### **1091-RP** **DEVELOPMENT OF DESIGN STRATEGIES FOR RAINSCREEN AND SHEATHING MEMBRANE PERFORMANCE IN WOOD FRAME WALLS**

September 2000 – September 2004  
Pennsylvania State University  
Principal Investigator, E.F.P. Burnett  
TC 4.4, Building Materials and Building Envelope Performance

### **1212-RP** **AIRFLOW MEASUREMENT OF BIOLOGICAL SAFETY CABINETS**

September 2002 – October 2004  
Micro-Clean, Inc. Principal Investigator, James T. Wagner & Donald J. Clarke TC 9.10, Laboratory Systems

### **1252-RP** **INTERACTIONS BETWEEN DYNAMIC ELECTRICAL RATES AND THERMAL ENERGY AND STORAGE**

April 2004 – November 2005  
Field Diagnostic Services, Inc.  
Principal Investigator, Todd M. Rossi  
TC 7.4, Building Operations Dynamics  
TC 6.9, Thermal Storage

### **1260-RP** **REFRIGERANT DISTRIBUTION IN EVAPORATOR MANIFOLDS**

June 2003 – December 2004  
University of Maryland  
Principal Investigator, R. Rademacher  
TC 8.4, Air-to-Refrigerant Heat Transfer Equipment

*Active Research Projects continued*

### **1270-RP** **PERFORMANCE CHARACTERISTICS OF SELECTED REFRIGERANTS IN FLAT MICROSCALE CONDENSERS**

December 2004 – December 2006  
University of Maryland  
Principal Investigator, Michael Ohadi  
TC 1.3, Heat Transfer and Fluid Flow

### **1275-RP** **EVALUATION AND ASSESSMENT OF FAULT DETECTION AND DIAGNOSTIC METHODS FOR CENTRIFUGAL CHILLERS – PHASE II**

January 2004 – June 2005  
Drexel University  
Principal Investigator, Agami Reedy  
TC 7.5, Smart Building Systems

### **1312-RP** **TOOLS FOR EVALUATING FAULT DETECTION AND DIAGNOSTIC METHODS FOR AIR-HANDLING UNITS**

September 2005 – August 2007  
Drexel University  
Principal Investigator, Jin Wen  
TC 7.5, Smart Building Systems

## **Regional Planning Meeting & President Elect Workshop Set**

Please mark your calendars for the upcoming two Region III events. The Regional Planning Meeting to plan for the upcoming 2006-2007 Society Year will be held on April 7th at 2 PM at the offices of Whitman, Requardt and Associates, LLP, 801 South Caroline Street, Baltimore, Maryland 21231. All regional officers and members of the Regional Executive Committee are invited to attend. That evening the Baltimore Orioles play the Boston Red Sox at Camden Yards. Those who are attending the Regional Planning Meeting on that Friday and those chapter officers that are planning to attend the President Elect Workshop the next day on Saturday the 8th at the same location at 9 A.M. might consider attending the game on Friday evening. If you are interested in attending as a group, please contact me at [dcpettway@cox.net](mailto:dcpettway@cox.net) to purchase tickets in advance. I will be purchasing tickets, for those who have asked me to in response to the two previous e-mails, by the end of the first week of February. I anticipate tickets will be between \$30 to \$40 each. Subjects for the Saturday workshop will include: preparation for CRC, chapter finances, PAOE, and chapter operations.

## **Chapter Technology Transfer**

*Benjamin W. Crowley, Region III Vice Chairman*  
*Chapter Technology Transfer ('05 - '07)*  
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### **ASHRAE Winter Meeting/Expo**

I just got back from the ASHRAE Winter Meeting and Expo in Chicago (hopefully, you were there too!). It was a great opportunity for me to see the vendor's displays, to attend a number of technical programs (symposiums, forums, and seminars), and to take part in the Grassroots and Technical Committees where my interests lie.

I can honestly say that the Chapter Technology Transfer Committee meeting in Chicago was the most informative set of CTT<sup>2</sup> meetings yet. The presentations from our consultants on Government Activities, Refrigeration, Energy, and Technology had me on the edge of my seat thinking about where our industry is headed, and how our changing world will affect the way I provide services to my clients.

Our Committee meeting was interrupted at several points by visiting Liaisons from other Committees offering suggestions and promoting opportunities for working together. The College of ASHRAE Fellows is in the process of developing a speaker's bureau similar to the Distinguished Lecturers program that will be another resource for high quality speakers to the Chapters. It will probably be another year before they are ready for launch. The ASHRAE Learning Institute is extremely interested in working with the Chapters to host joint ALI/Chapter initiatives based on the existing ALI courses that have been developed. Finally, the Presidential Committee on Advocacy is looking for ways to reach out through the ASHRAE Chapters and Chapter membership to interface with all levels of Federal, State, and local government. We asked them to provide us with a list of Advocacy Committee members who would be willing to travel to the Chapters in the coming year to explain the new position on advocacy and to solicit feedback from the Chapter membership at Chapter meetings. I predict this will be a very hot topic for the next couple of years.

Check out the ASHRAE Website for more details on the activities and reports presented at the meeting. Visit <http://www.ashrae.org/template/AssetDetail/assetid/25424>.

### ***ASHRAE Satellite Broadcast***

#### **"Sustainability and the Building Environment"**

Block out 1:00 – 4:00 p.m. on April 19, 2006 on your calendars for the next ASHRAE Satellite Broadcast. Four top-notch speakers will be presenting information about the burgeoning topic of Green Design.

See CTTC next column

*CTTC continued*

If you are interested in becoming a satellite broadcast site coordinator, online registration for site coordinators and webcast participants will begin on March 1, 2006 at <http://www.ashrae.org/greenbuildingsbroadcast>.

### **Technology Awards**

Another hot topic in Chicago was the state of the Technology Awards. There are those in Society who are concerned about the current formulation of the Technology Awards. Currently, the awards are formulated to recognize Design Engineers for innovative approaches to the application of technologies that affect the built environment. The current thrust is toward Designers, and toward innovative design. In order to be seriously considered, a Technology Award submission must include innovation and data to backup the success of the application.

Last year we had ten entries for Technology Awards at the Regional level in Region III. Of those ten, two were submitted from our Region for consideration at the Society level. Neither of those submissions won Society level awards because they did not provide sufficient backup data with regard to their energy consumption and the designs were not deemed sufficiently innovative.

I'm sure there are a huge number of projects in our Region that would be ideal candidates for ASHRAE Technology Awards under the current configuration. The submission deadline to the Regional Competition is May 15. Don't wait! Put your promotional committee to work to get the word out.

And if you would like to comment on the structure of the Technology Awards, I would be happy to collect your comments and bring them to Quebec for our next meeting in June.

Finally, a number of folks indicated that they would like to see some award winning entries at CRC. Well, you can see the winners in the ASHRAE Journal, but I take your point. We'll be spending a bit more time on the awards at CRC next year. If you want a focus on these awards, let me know. The more I hear, the more time we'll spend on it.

### **CTTC PAOE Summary**

Here are the standings for our Region as of a few days ago:

<b>Chapter</b>	<b>CTTC Points</b>	<b>Chapter</b>	<b>CTTC Points</b>
Anthracite	0	Lehigh Valley	180
Baltimore	315	National Capital	210
Central PA	0	Philadelphia	0
Delaware	0	Pittsburg	545
Hampton Roads	0	Richmond	295
Johnstown	140	Roanoke	375

**You will recall that PAOE minimum this year is 350 points; PAR is 750. We've got a ways to go. Don't wait until the last minute to report your points.**

See CTTC Page 8

CTTC continued from Page 7

Just to give you an idea about the rest of Society – there are currently nine out of the fourteen Regions in Society with Chapters reporting more than 1000 points under CTTC. The highest is currently the Philippines Chapter at 3855.

### **Planning for Next Year**

By the time you see the next Regionaire, you should be well along in planning for your programs for the 2006-07 Society year. So I have a few hints now. Try to make use of a least one Distinguished Lecturer in your chapter programs for the year. You might want to include such topics as “ASHRAE and Advocacy”, “CO<sub>2</sub> as an Industrial Refrigerant - Yes, it’s back”, “How about Energy?”, “What’s New About the New Federal Energy Policy Act”, “The Cost of Energy: Will it ever Peak?” and “Have You Looked at ASHRAE Standard 62 lately – What Happened?” That’s all the suggestions I have for now, but I got a million of them.

Ben ❖

## **Membership Promotion**

*George E. Wells, III P.E., Region III Vice Chair  
Membership Promotion ('05 - '08)*  
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### **Members, Members, Members**

As we have passed the midyear, let us take a moment to review our performance in Membership Promotion as a Region. With monthly data through the end of December, Region III is making progress in meeting its goal of a delinquency rate of 9%. Currently our delinquency rate is 12.6%. This is the direct result of all of the hard work being performed in contacting delinquents and we need to continue this effort for the remainder of this society year. If we continue to follow up, we will break the 9% goal before the end of the year. However, the Membership Promotion goal of 10% New Members is in jeopardy, as our current number of New Members is **3.28%**. In addition, we are short of our Advancements goal of 2%, with the Region, which is currently at **0.22%**.

During the remaining months of the fiscal year, it is important that we **continue promoting membership**, and the benefits ASHRAE has to offer. I challenge each Membership Promotion Chairman to personally secure at least 5 new chapter members, and 2 new advancements before June 30<sup>th</sup>. Enlist the help of your Chapter Presidents, board members and your membership promotion committee members to ensure that your chapter will be strong long after your term as Membership Promotion Chairman has expired.

See MPC next column

MPC continued

A healthy sustainable Chapter requires new members, and the only way to obtain new members is to spread the word about the tremendous benefits ASHRAE has to offer. In addition, it is vitally important to retain current members by implementing a phone campaign to contact all members that haven't paid their dues.

### **Remember: Prior Planning Prevents Poor Performance.**

So plan for the future of your Chapters, and promote ASHRAE Membership

George❖

## **From the Regional Webmaster**

*Gary Debes, Region III Webmaster ('05-'06)*  
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**Communication** - one of the keys to a Chapter's success.

This one term is indeed the key to a Chapter's success in operation and member service. The most effective method of communication, short of face-to-face dialogue, is a properly maintained website. Through this medium one can read the current and perhaps archived copies of the newsletter, browse through the Chapter Programs for the year, investigate the upcoming program for content and read up on the speaker's profile, check out upcoming special events such as Golf Outings, Seminars, etc., and so on.

The key is to properly maintain the website. If one visits a website and repeatedly finds stale outdated information, such as Seminars listed for the 2002-2003 year, this site is not going to be revisited. The Chapter has potentially lost the attention of a Member that someone in Membership Promotion has spent quite a bit of time encouraging their involvement. Once this happens the effort to regain the involvement of this person is fairly significant, multiply this by the number of potentially disenfranchised members and it is a daunting task.

All Chapter Websites are linked from the Region III Website unless these sites are stale. I will disable the link until such time as the site is maintained. The maintenance of a website is fairly simple. The Webmaster position is one where a Chapter can employ the services of a Student member who might have been previously uninvolved. A Student is ideal for this position because he/she is most likely more proficient with computers and HTML editing software than the typical ASHRAE Member. I encourage **ALL** Chapters to engage a Webmaster / Communications Chair and to maintain their Websites.

See Regional Webmaster Page 9

*Regional Webmaster continued from Page 8*

**Visit the Region III Web site at**

[http://xp20.ashrae.org/regions/reg\\_iii/reg\\_iii.htm](http://xp20.ashrae.org/regions/reg_iii/reg_iii.htm) and look through the information contained there. The list of current Region III Officers, Chapters, Student Branches, Membership Promotion updates, The Regionaire current and archived issues, and a link to the CRC page can be found there. This information is updated on a regular basis and any suggestions you might have for additional information is welcome. I would encourage each of you who plan on attending this year's CRC in Pittsburgh (August 10, 11 & 12, 2006) to visit the CRC 2006 page on the Region III Website. While you are there, open up the flyer for the CRC on the site and check out the calendar of events. On this page you can register for the CRC and pay for the registration and social events by credit card on the secure website provided by ASHRAE by clicking on the link at the middle of the page. You may also secure a reservation at the Sheraton Station Square Hotel our CRC Headquarters through the link on the page. By using this link you will be afforded the ASHRAE CRC discounted rates offered by the Sheraton.

Gary❖