



# The Comfort Chronicle

American Society of Heating, Refrigerating and Air Conditioning Engineers, Inc.  
East Texas Chapter #091, Region VIII

Volume XXVII, Issue I, November 2007

www.ashrae-etex.org

## A Message from the President November 2007

I would like to welcome each and every member of our local ASHRAE chapter to another year of activity and participation.

It is later in the year than first anticipated for the first edition of our chapter newsletter. However as the old saying goes 'circumstances alter cases' and this has been the case with our small chapter.

We have got off to a rough start in early August, with the loss of Emily Hoffman from the combined posts of President Elect, CTTC chair and CRC alternate. Following on this in mid-September, we have the unexpected loss of Dr. Jeff Shenefeld. Jeff was extremely active with the local ASHRAE student section at UT-Tyler and on many occasions he ensured we had a full student attendance at technical meetings.

However to date this '07/'08 year, we have managed to have productive BOG meetings in July and September. Our first Technical meeting at UT-Tyler on September was a run away success with over 50 people attending. We have a full program planned again this year with technical meetings planned for Brookshire's (twice), Estes Mc Clure, Caldwell Zoo, ATI, Air Rover and refrigerants in 2010.

## November Meeting

Date: November 15, 2007

Location: Trane  
Customer Visit Room  
6200 Troup Hwy  
Tyler, TX 75707

Cost: \$13 if reservation rec'd by Nov. 13  
Or \$15 if rec'd later (students eat free)

Schedule: 11:15 AM Social  
11:30 Lunch and  
Research Promotion Recognition  
12:00 Program  
1:00 Adjourn

Program: Fresh Air: Evolutionary Changes at the  
University of Texas at Tyler  
Dr. Jeff Mountain, P.E.

Please RSVP to:  
Sheri McLain, phone 903-581-3391,  
fax 903-579-7862  
email [sheri.mclain@trane.com](mailto:sheri.mclain@trane.com)

## Board Meeting

7:00 AM – TJC White Administration Building –  
Nov. 15, 2007

Mr. Rhamy Morrison is doing a tremendous job planning the Research and Promotion event for March 29<sup>th</sup> 2008. His committee plans on holding a Casino night of food, auctions, gambling, dancing and general fun. His group exceeded all expectations and targets last year with his golf outing at Eagles Bluff on May 5<sup>th</sup>.

We have several new faces on the Board of Governors (BOG) as John Bailey, Clinton Odem and Stan Wilkins are taking the helm. Of course the tried and tested experience of Bill Stiles, Rhamy Morrison, Dick Cawley, Don Schuster, Leslie Zinger, Bert Mc Jimsey and Robert Helt is ever present and vital to our continuation as a chapter.

Finally I would like to express my sincere appreciation to Kristin Schaefer who has done an outstanding job as chapter president last year. She expended much energy and determination to keep our chapter 'firing on each cylinder' with many rewards and recognitions at last years CRC in Oklahoma City.

Our theme for this year is 'education on sustainability and green methods'. I would hope that we learn and appreciate the need for a deeper and heartfelt understanding in the area of energy savings and keeping our environment healthy for the generations who must surely follow.

Sincerely (in your service)

Ernie Herterich

#### NEWSLETTER INFORMATION

I'm very happy to share the East Texas ASHRAE news with you. Email me your comments or news related to our dynamic industry.

Bert McJimsey, Newsletter Editor

ASHRAE, founded in 1894, is an international organization of 55,000 persons. Its sole objective is to advance through research, standards writing, publishing and continuing education the arts and sciences of heating, ventilation, air conditioning and refrigeration to serve the evolving needs of the public.

#### Daylighting More Popular in Corporate Building Designs

PALO ALTO, Calif.—Daylight has become a premium in building design because it saves energy, and research shows that workers with access to natural light are more productive. Companies incorporating large amounts of daylighting into new buildings include software company SAP and Jay Paul Co. of San Francisco. SAP is constructing its U.S. headquarters in Palo Alto, Calif., with a goal "to get light to as many people as possible," according to a company official. Jay Paul Co. is building Silicon Valley's largest development in five years, the 1.8 million ft<sup>2</sup> (167 000 m<sup>2</sup>) Moffett Towers, with a "curtain wall" of floor-to-ceiling windows.

#### Japanese Workers Endure Heat to Avoid 'Shame' of AC

TOKYO—Japan is in the midst of an aggressive campaign to reduce energy use. One strategy, called "Cool Biz," calls on offices to raise temperatures to 82°F (28°C) from 79°F (26°C) between June and the end of September, when the hot season ends. The campaign has produced a swift, universal change in behavior since it started with government offices two years ago. Even though it is uncomfortable, and in some cases unhealthy, there is growing social pressure in Japan not to complain. Too much air conditioning is now seen as shameful—the equivalent of unnecessary trips in gas-guzzling automobiles.

### **Despite Doubts, Air Cleaners Are Big Business**

WASHINGTON, D.C.—The U.S. air cleaner market is at \$450 million, according to the Asthma and Allergy Foundation of America, a nonprofit patient education group. This is despite little proof of the health benefits of the appliances. According to Consumer Reports, even the best air cleaners can be a frivolous investment. Despite health-related claims made by many manufacturers, the Food and Drug Administration does not regulate the units, and few standards exist to give consumers a clear indication of their effectiveness.

### **California Official Calls for Net-Zero Energy Construction Plan**

SAN FRANCISCO—The Commissioner of the California Public Utilities Commission (PUC) has issued a proposal that directs state utilities to prepare a single, comprehensive long-term energy efficiency plan. The proposal also calls for all new residential construction in California to be net-zero energy by 2020; all new commercial construction in California to be net-zero energy by 2030; and the state's HVAC industry to be reshaped to ensure optimal equipment performance. The proposal is scheduled to come before the PUC for discussion on Oct. 18.

### **China Produces 70% of Air Conditioners Worldwide**

BEIJING—China produced approximately 63 million air conditioners from Aug. 1, 2006–July 31, 2007, accounting for 70% of the world's total air-conditioner production, according to a report from China Commodity Marketplace, a Beijing-based consultancy. The report also said that air-conditioner exports from China increased by nearly 7% during the same time frame, with a value of more than \$5 billion.

## **HOW DELINQUENT DUES ARE AFFECTING MEMBERSHIP GROWTH**

Written by: Billy Austin

Your phone is ringing and you have to move the latest new stack of mail, folders, **ASHRAE dues renewal**, and faxes out of the way. This stack of stuff gets hastily put on top of the existing stack, which has now accumulated four ASHRAE dues renewal invoices! The phone call is actually from your ASHRAE Membership Promotion (MP) Committee, which prompts you to go ahead and get those dues paid.

The above scenario is typical of how many of our ASHRAE members' dues get paid. To achieve membership growth, MP Committees first have to put their fingers into the leaking dike of existing ASHRAE membership.

For the past several years, ASHRAE has had a nice healthy influx of new members! Unfortunately, we've also had a corresponding outflux of existing members. Why? ASHRAE recently commissioned a scientific survey of its members, and former members, and found that 34% of former members are no longer members either because they "Misplaced their dues notice and forgot" or "Never received a reminder".

ASHRAE realizes that if we are to grow in membership, we've got to first keep the members we've got. That would be easy enough if our total membership were 1000 members and 7% of them had delinquent dues. But, we currently have 50,000 members at 7% delinquency! It's a huge task to prompt 3500 delinquent members every year!

ASHRAE is currently making systematic changes on several fronts that will likely improve our membership retention. This article is an effort on one of these fronts. It is an appeal directly to you! Please go ahead and put that renewal form and check in the mail. Or, better yet, get it taken care of right now by paying your dues on line at [www.ashrae.org](http://www.ashrae.org). Please also call 1-800-5-ASHRAE when your contact information changes!



**American Society of Heating, Refrigerating and Air Conditioning Engineers, Inc.  
East Texas Chapter #091, Region VIII**

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Bill Stiles	Treasurer	903-597-3442	

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Future ASHRAE Meetings

2007 ASHRAE Winter Meeting  
January 26-30  
New York, NY

Region VIII CRC  
April 24-27, 2007  
Shreveport, LA

2007 ASHRAE Summer Meeting  
June 21-28  
Salt Lake City, Utah

Future East Texas Chapter Meetings

Lunch Meetings

November 15  
December - no meeting  
January 17  
March 20  
April 17  
May 15

Dinner Meeting  
February 28 EWEEK Banquet



*Come be our guest ... and attend this live, satellite from Trane, a business of American Standard companies*

*when*

**Wednesday,  
14 November 2007  
10:30am - 1:00pm**

*where*

**TRANE Tyler Plant  
6200 Troup Highway  
Tyler, TX 75707  
Customer Visit Room**

*What*

**USGBC Introduction,  
LEED Case Studies  
and LUNCH Provided**

*Who*

**Please RSVP by  
Friday November 9<sup>th</sup>  
to: Jennifer McHenry  
ph 800-844-4822  
Fax 318-861-8481  
Email [Jennifer McHenry](mailto:Jennifer.McHenry@trane.com)**

**engineers  
newsletter  
live**

## LEED® Case Studies

Today, the number of LEED certified buildings stands at over 800, with more than 6,500 additional buildings in the pipeline for certification. With USGBC's aggressive goal of having 100,000 certified buildings by 2010 there is no doubt this will be a major impact on the built environment. Sustainable design, construction, and operation will be increasingly requested by building owners.

For more information regarding LEED visit  
[www.trane.com/green](http://www.trane.com/green)

*Why should you attend this live satellite forum?*

- This broadcast will provide an in-depth review of LEED certified projects in a variety of building types and geographic locations.
- Unlike the previous LEED broadcasts, this ENL provides interviews with various project stakeholders that review LEED credits that were obtained for each project, the original design intent, challenges and lessons learned.

*What can you expect to learn from this broadcast?*

- Brief update on changes that have occurred in the LEED rating systems.
- Learn how various projects have overcome the increased initial cost challenges
- Learn how various HVAC system types and green features can obtain LEED credit.

*How do you register for this event?*

- Complete the form provided below.
- Contact your Trane sales office with this information.
- Registration deadline: **November 7<sup>th</sup>, 2007**

To register: call 800-844-4822, fax this form to 318-861-8481, or e-mail this information to  
[jennifer.mchenry@trane.com](mailto:jennifer.mchenry@trane.com)

*Yes! I plan to attend this  
Trane satellite broadcast:*

**LEED Case Studies**

Your name \_\_\_\_\_  
Phone \_\_\_\_\_  
e-mail \_\_\_\_\_  
Your company \_\_\_\_\_  
Number of attendees \_\_\_\_\_