



American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.

## **MINUTES**

### **BOARD OF DIRECTORS CONFERENCE CALL MEETING**

October 18, 2010

**Note: These draft minutes have not been approved and are not the official, approved record until approved by the Board of Directors.**

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October 18, 2010

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## Action Items

Board of Directors Conference Call Meeting  
October 18, 2010

<u>No – Pg.</u>	<u>Responsibility</u>	<u>Summary of Action</u>	<u>Status</u>
1 - 2	Bahnfleth	(Technology Council) Develop a plan to implement the recommendations in the Energy Targets Ad Hoc Committee report.	_____
2 - 2	Watson	(Finance Committee) Consider the suggestion of subdividing the financial statements for General Fund and Board of Directors to show overhead separately.	_____
3 - 2	Jarnagin	(Carryover from January 27, 2010, BOD meeting re-assigned) Send to the Board a copy of the schedule for further development of the ABEL program.	_____
4 - 2	Fulk	(Carryover from January 27, 2010, BOD meeting re-assigned) Request that the Planning Committee consider changes to the Strategic Plan as proposed by Members Council.	_____
5 - 2	Hayter	(Carryover from January 27, 2010, BOD meeting re-assigned) Notify PubEd Council of the decision to sell the online Handbook to members for \$199.	_____
6 - 2	Littleton	(Carryover from January 27, 2010, BOD meeting) Update PASA section B9.1 (contingent on ANSI approval).	_____
7 - 2	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum as to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
8 - 2	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum az to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
9 - 2	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bg to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
10 - 2	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bh to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
11 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bj to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
12 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bk to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
13 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bl to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____

<u>No – Pg.</u>	<u>Responsibility</u>	<u>Summary of Action</u>	<u>Status</u>
14 - 33	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bm to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
15 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bo to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
16 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bq to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
17 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum br to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
18 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bv to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
19 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bw to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
20 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum e to ANSI/ASHRAE/IESNA Standard 90.1-2007	_____
21 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE Addendum b to ANSI/ASHRAE Standard 140-2007.	_____
22 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum ar to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
23 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum av to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
24 - 3	Littleton	(Carryover from January 27, 2010, BOD meeting) Publish BSR/ASHRAE/IESNA Addendum bp to ANSI/ASHRAE/IESNA Standard 90.1-2007.	_____
25 - 3	Fulk	Ask the Planning Committee to address Governance and Policy Issues developed by 2009-10 President Gordon Holness for Board consideration.	_____
26 - 3	Jarnagin	Appoint YEA members as YEA Regional Coordinators for 2011-2012.	_____
27 - 3	Littleton	Revise ROB 3, PASA, section 6.2.1 and send to ANSI for approval.	_____
28 - 3	Littleton	Revise ROB 3, PASA, section 6.2.1.2 and send to ANSI for approval.	_____

<u>No – Pg.</u>	<u>Responsibility</u>	<u>Summary of Action</u>	<u>Status</u>
29 - 3	Littleton	Revise ROB 3, PASA, section 6.5 and send to ANSI for approval.	_____
30 - 3	Littleton	Revise ROB 3, PASA, section 10 and send to ANSI for approval.	_____
31 - 3	Littleton	Revise ROB 3, PASA, Annex A and send to ANSI for approval.	_____
32 - 3	Littleton	Publish ASHRAE Guideline 20P, <i>Documenting HVAC&amp;R Work Processes and Data Exchange Requirements</i> .	_____
33 - 3	Littleton	Publish BSR/ASHRAE Addendum <i>a</i> ( <i>adds new refrigerant 407F to Table 2 and Table D2</i> ) to ANSI/ASHRAE Standard 34-2010, <i>Designation and Safety Classification of Refrigerants</i> .	_____
34 - 3	Littleton	Publish BSR/ASHRAE Addendum <i>b</i> ( <i>adds new refrigerant 417B to Table 2 and Table D2</i> ) to ANSI/ASHRAE Standard 34-2010, <i>Designation and Safety Classification of Refrigerants</i> .	_____
35 - 4	Littleton	Publish BSR/ASHRAE Addendum <i>d</i> ( <i>modifies the language in 6.1.2, Toxicity Classification, to clarify the intent</i> ) to ANSI/ASHRAE Standard 34-2010, <i>Designation and Safety Classification of Refrigerants</i> .	_____
36 - 4	Littleton	Publish BSR/ASHRAE Addendum <i>h</i> ( <i>clarifies the requirements for local control of air speed</i> ) to ANSI/ASHRAE Standard 55-2004, <i>Thermal Environmental Conditions for Human Occupancy</i> .	_____
37 - 4	Littleton	Publish BSR/ASHRAE Addendum <i>i</i> ( <i>provides a sample compliance form to supplement Section 6</i> ) to ANSI/ASHRAE Standard 55-2004, <i>Thermal Environmental Conditions for Human Occupancy</i> .	_____
38 - 4	Littleton	Publish BSR/ASHRAE Addendum <i>k</i> ( <i>updates references in the Standard to reflect updated publications since 2004</i> ) to ANSI/ASHRAE Standard 55-2004, <i>Thermal Environmental Conditions Human Occupancy</i> .	_____
39 - 4	Littleton	Publish BSR/ASHRAE Addendum <i>a</i> ( <i>specifies that an under floor air distribution system that provides low velocity air at 4.5 ft above the floor provides improved ventilation effectiveness</i> ) to ANSI/ASHRAE Standard 62.1-2010, <i>Ventilation for Acceptable Indoor Air Quality</i> .	_____
40 - 4	Littleton	Publish BSR/ASHRAE/IES Addendum <i>al</i> ( <i>adds requirements for skylights in large enclosed spaces</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____

<u>No – Pg.</u>	<u>Responsibility</u>	<u>Summary of Action</u>	<u>Status</u>
41 - 4	Littleton	Publish BSR/ASHRAE/IES Addendum <i>bi</i> ( <i>modifies the pipe insulation requirements</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
42 - 4	Littleton	Publish BSR/ANSI/IES Addendum <i>bt</i> ( <i>modifies the chiller <math>K_{adj}</math> equation</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
43 - 4	Littleton	Publish BSR/ANSI/IES Addendum <i>bx</i> ( <i>modifies heating temperature limits for variable air volume equipment</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
44 - 4	Littleton	Publish BSR/ANSI/IES Addendum <i>by</i> ( <i>modifies the whole building and space-by-space lighting power density tables</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
45 - 4	Littleton	Publish BSR/ANSI/IES Addendum <i>ca</i> ( <i>modifies the VAV fan power limitation requirements</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
46 - 4	Littleton	Publish BSR/ANSI/IES Addendum <i>cb</i> ( <i>sets requirements for dampers</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
47 - 5	Littleton	Publish BSR/ANSI/IES Addendum <i>cc</i> ( <i>sets requirements for pipe sizing</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
48 - 4	Littleton	Publish BSR/ANSI/IES Addendum <i>ch</i> ( <i>makes the dual setpoint and lab exhaust requirements in Section 11 and Appendix G consistent with those found in other Addendum to 90.1-2007</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
49 - 4	Littleton	Publish BSR/ANSI/IES Addendum <i>cl</i> ( <i>adds dynamic glazing requirements to the standard relative to requirements found in 90.1-2007</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____

<u>No – Pg.</u>	<u>Responsibility</u>	<u>Summary of Action</u>	<u>Status</u>
50 - 5	Littleton	Publish BSR/ANSI/IES Addendum <i>cr</i> (adds guidance on how unmet load hours can be applied in Appendix G) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
51 - 5	Littleton	Publish BSR/ANSI/IES Addendum <i>cs</i> (adds control requirements for receptacles) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
52 - 5	Littleton	Publish BSR/ANSI/IES Addendum <i>cw</i> (makes the service water heating requirements in the energy cost budget section consistent with the rest of 90.1) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
53 - 5	Littleton	Publish BSR/ANSI/IES Addendum <i>cz</i> (adds lighting control requirements in parking garages) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
54 - 5	Littleton	Publish BSR/ANSI/IES Addendum <i>da</i> (makes the Energy Cost Budget ventilation requirements consistent with other addenda that modify 90.1-2007) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
55 - 5	Littleton	Publish BSR/ANSI/IES Addendum <i>db</i> (modifies the fan power requirements in the energy cost budget section) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
56 - 5	Littleton	Publish BSR/ASHRAE/USGBC/IES Addendum <i>a</i> (modifies daylighting definitions and criteria so the standard is consistent with what will be published in Standard 90.1-2010) to ANSI/ASHRAE/USGBC/IES Standard 189.1-2009, <i>Standard for the Design of High-Performance Green Buildings Except Low-Rise Residential Buildings</i> .	_____
57 - 5	Littleton	Publish BSR/ASHRAE/USGBC/IES Addendum <i>b</i> (reduces the height of the illuminance threshold for calculations required in the performance option of daylighting simulations to coincide with industry practice) to ANSI/ASHRAE/USGBC/IES Standard 189.1-2009, <i>Standard for the Design of High-Performance Green Buildings Except Low-Rise Residential Buildings</i> .	_____

<u>No – Pg.</u>	<u>Responsibility</u>	<u>Summary of Action</u>	<u>Status</u>
58 - 6	Littleton	Publish BSR/ASHRAE Addendum <i>j</i> ( <i>clarifies and adds to the description of the environmental variable</i> ) to ANSI/ASHRAE Standard 55-2004, <i>Thermal Environmental Conditions Human Occupancy</i> .	_____
59 - 6	Littleton	Publish BSR/ANSI/IES Addendum <i>am</i> ( <i>sets limits for fenestration infiltration</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
60 - 6	Littleton	Publish BSR/ANSI/IES Addendum <i>ax</i> ( <i>adds requirements for kitchen hood fans</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
61 - 6	Littleton	Publish BSR/ANSI/IES Addendum <i>bf</i> ( <i>adds requirements for continuous air barriers</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
62 - 6	Littleton	Publish BSR/ANSI/IES Addendum <i>bn</i> ( <i>adds a requirement and calculation for fenestration orientation.</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
63 - 6	Littleton	Publish BSR/ANSI/IES Addendum <i>bs</i> ( <i>adds a requirement for receptacle design</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
64 - 6	Littleton	Publish BSR/ANSI/IES Addendum <i>dc</i> ( <i>adds requirements to remove the tandem wiring requirements</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
65 - 6	Littleton	Publish BSR/ANSI/IES Addendum <i>f</i> ( <i>adds requirements for cool/vegetative/high albedo roofs</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
66 - 6	Littleton	Publish BSR/ANSI/IES Addendum <i>aq</i> ( <i>modifies the Title, Purpose, and Scope of 90.1</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
67 - 6	Littleton	Publish BSR/ANSI/IES Addendum <i>ce</i> ( <i>adds multi-level lighting control requirements.</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____

<u>No – Pg.</u>	<u>Responsibility</u>	<u>Summary of Action</u>	<u>Status</u>
68 - 6	Littleton	Publish BSR/ASHRAE/IES Addendum <i>cp</i> ( <i>modifies the efficiencies for variable refrigerant flow equipment</i> ) to ANSI/ASHRAE/IESNA Standard 90.1-2007, <i>Energy Standard for Buildings Except Low-Rise Residential Buildings</i> .	_____
69 - 8	Littleton	Add MOUs with other Organizations – Postponed Motion to next Board agenda	_____
70 - 8	Littleton	Update ROB 2.101.005.2.	_____
71 - 9	Littleton	Delete ROB 2.104.019.3.	_____
72 - 9	Littleton	Make editorial corrections to ROB 2.408.003.1.	_____
73 - 9	Bahnfleth	Refer the “Standards Boost Business” campaign to the Standards Committee through Technology Council for action.	_____
74 - 11	Littleton	Work with Mr. Jarnagin as bEQ chair to follow up with CIBSE on the Hong Kong building labeling program and develop a plan for the ASHRAE Board to consider at its January 2011 meeting.	_____
75 - 11	Littleton	Work with NASEO on a draft ASHRAE/NASEO MOU for Board consideration.	_____
76 - 12	Littleton	Send Clint Phillips resolution to his family.	_____

\* \* \* \* \*



## MINUTES

### BOARD OF DIRECTORS CONFERENCE CALL MEETING

October 18, 2010

MEMBERS PRESENT: Lynn G. Bellenger, President  
Ronald E. Jarnagin, President-Elect  
Thomas E. Watson, Treasurer  
William P. Bahnfleth, Vice President  
T. David Underwood, Vice President

Spencer Morasch, Region I DRC	Michael J. Brandemuehl, DAL
Guy Perreault, Region II DRC	Hugh F. Crowther, DAL
Kevin W. Fallin, Region III DRC	Timothy C. Dwyer, DAL
T. Randall Jones, Region IV DRC	Wayne R. Reedy, DAL
Tina M. Brueckner, Region VI DRC	Karen C. Thrasher, DAL
Richard M. Rose, Region IX DRC	Samir R. Traboulsi, DAL
Jack H. Zarour, Region X DRC	Thomas E. Werkema, DAL
Erich Binder, Region XI DRC	
William W. Malphus, Region XII DRC	
Wichai Laksanakorn, Region XIII DRC	
Walid Chakroun, RAL DRC	

MEMBERS ABSENT: Sheila J. Hayter, Vice President  
Ross D. Montgomery, Vice President  
R. Lee Millies, Region V DRC  
Patricia G. Kempf, Region VII DRC  
Kenneth M. Fulk, Region VIII DRC  
Eckhard A. Groll, DAL  
Charles E. Gullledge III, DAL

GUESTS PRESENT: Steve Comstock  
Carolyn Kettering  
Claire Ramspeck  
Doug Read  
Cindy Simmons

STAFF PRESENT: Jeff Littleton, Executive Vice President  
Gloria Cofer, Executive Assistant to Board of Directors  
Claire Neme, Administrative Assistant

### CALL TO ORDER

President Lynn G. Bellenger called the Board of Directors conference call meeting to order at 9:00 a.m. on Monday, October 18, 2010.

**APPROVAL OF AGENDA**

The meeting agenda as previously distributed was approved by consent with addition of the following items as new business:

- Resolution for Presidential Member Clinton W. Phillips
- Preparation for October 23 Board Meeting

**APPROVAL OF MINUTES**

It was moved by Mr. Jarnagin and seconded

(1) that minutes of the following Board meetings be approved as distributed:

- June 30, 2010
- July 23, 2010
- August 9, 2010

**MOTION 1 PASSED.** (Unanimous voice vote)

**REVIEW OF ACTION ITEMS**

Meeting of June 27, 2010

- |          |   |       |
|----------|---|-------|
| AI 1     | Dr. Bahnfleth will ask Technology Council to develop a plan to implement the recommendations in the Energy Targets Ad Hoc Committee report.   | AI 1  |
| AI 2     | Mr. Watson will ask the Finance Committee to consider the suggestion of subdividing the financial statements for General Fund and Board of Directors to show overhead separately.   | AI 2  |
| AI 6     | (Carryover from January 27, 2010, BOD meeting re-assigned) Mr. Jarnagin will send the Board a copy of the schedule for further development of the ABEL program.                     | AI 3  |
| AI 7     | (Carryover from January 27, 2010, BOD meeting re-assigned) Mr. Fulk will request that the Planning Committee consider changes to the Strategic Plan as proposed by Members Council. | AI 4  |
| AI 8     | (Carryover from January 27, 2010, BOD meeting re-assigned) Ms. Hayter will notify PubEd Council of the decision to sell the online Handbook to members for \$199.                   | AI 5  |
| AI 9     | (Carryover from January 27, 2010, BOD meeting) Mr. Littleton will ask staff to update PASA section B9.1 (contingent on ANSI approval).  | AI 6  |
| AI 18-31 | Mr. Littleton announced that publication of the following addenda were pending publication of Standard 90.1-2010:   |       |
|          | BSR/ASHRAE/IESNA Addendum as to ANSI/ASHRAE/IESNA Standard 90.1-2007  | AI 7  |
|          | BSR/ASHRAE/IESNA Addendum az to ANSI/ASHRAE/IESNA Standard 90.1-2007  | AI 8  |
|          | BSR/ASHRAE/IESNA Addendum bg to ANSI/ASHRAE/IESNA Standard 90.1-2007  | AI 9  |
|          | BSR/ASHRAE/IESNA Addendum bh to ANSI/ASHRAE/IESNA Standard 90.1-2007  | AI 10 |

- BSR/ASHRAE/IESNA Addendum bj to ANSI/ASHRAE/IESNA Standard 90.1-2007 AI 11
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- BSR/ASHRAE/IESNA Addendum bm to ANSI/ASHRAE/IESNA Standard 90.1-2007 AI 14
- BSR/ASHRAE/IESNA Addendum bo to ANSI/ASHRAE/IESNA Standard 90.1-2007 AI 15
- BSR/ASHRAE/IESNA Addendum bq to ANSI/ASHRAE/IESNA Standard 90.1-2007 AI 16
- BSR/ASHRAE/IESNA Addendum br to ANSI/ASHRAE/IESNA Standard 90.1-2007 AI 17
- BSR/ASHRAE/IESNA Addendum bv to ANSI/ASHRAE/IESNA Standard 90.1-2007 AI 18
- BSR/ASHRAE/IESNA Addendum bw to ANSI/ASHRAE/IESNA Standard 90.1-2007 AI 19
- BSR/ASHRAE/IESNA Addendum e to ANSI/ASHRAE/IESNA Standard 90.1-2007 AI 20
- AI 32 Mr. Littleton indicated that publication of BSR/ASHRAE Addendum b to ANSI/ASHRAE Standard 140-2007 was pending publication of 140-2010. AI 21
- AI 39 Mr. Littleton indicated that publication of BSR/ASHRAE/IESNA Addendum ar to ANSI/ASHRAE/IESNA Standard 90.1-2007 was pending publication of Standard90.1-2010. AI 22
- AI 40 Mr. Littleton indicated that publication of BSR/ASHRAE/IESNA Addendum av to ANSI/ASHRAE/IESNA Standard 90.1-2007 was pending publication of Standard90.1-2010. AI 23
- AI 41 Mr. Littleton indicated that publication of BSR/ASHRAE/IESNA Addendum bp to ANSI/ASHRAE/IESNA Standard 90.1-2007 was pending publication of Standard90.1-2010. AI 24
- AI 42 Mr. Fulk will ask the Planning Committee to address Governance and Policy Issues developed by 2009-10 President Gordon Holness for Board consideration. AI 25

Meeting of June 30, 2010

- AI 9 Mr. Jarnagin will appoint YEA members as YEA Regional Coordinators for 2011-2012. AI 26
- AI 20-24 – Mr. Littleton will ask staff to revise ROB 3, PASA sections 6.2.1, 6.2.1.2, 6.5, 10, and Annex A after approval is received from ANSI. AI 27-31
- AI 43 Mr. Littleton will publish ASHRAE Guideline 20P, *Documenting HVAC&R Work Processes and Data Exchange Requirements*. AI 32
- AI 45 Mr. Littleton will publish BSR/ASHRAE Addendum a (*adds new refrigerant 407F to Table 2 and Table D2*) to ANSI/ASHRAE Standard 34-2010, *Designation and Safety Classification of Refrigerants*. AI 33
- AI 46 Mr. Littleton will publish BSR/ASHRAE Addendum b (*adds new refrigerant 417B to Table 2 and Table D2*) to ANSI/ASHRAE Standard 34-2010, *Designation and Safety Classification of Refrigerants*. AI 34

- AI 47 Mr. Littleton will publish BSR/ASHRAE Addendum *d* (*modifies the language in 6.1.2, Toxicity Classification, to clarify the intent*) to ANSI/ASHRAE Standard 34-2010, *Designation and Safety Classification of Refrigerants*. AI 35
- AI 49 Mr. Littleton will publish BSR/ASHRAE Addendum *h* (*clarifies the requirements for local control of air speed*) to ANSI/ASHRAE Standard 55-2004, *Thermal Environmental Conditions for Human Occupancy*. AI 36
- AI 50 Mr. Littleton will publish BSR/ASHRAE Addendum *i* (*provides a sample compliance form to supplement Section 6*) to ANSI/ASHRAE Standard 55-2004, *Thermal Environmental Conditions for Human Occupancy*. AI 37
- AI 51 Mr. Littleton will publish BSR/ASHRAE Addendum *k* (*updates references in the Standard to reflect updated publications since 2004*) to ANSI/ASHRAE Standard 55-2004, *Thermal Environmental Conditions Human Occupancy*. AI 38
- AI 52 Mr. Littleton will publish BSR/ASHRAE Addendum *a* (*specifies that an under floor air distribution system that provides low velocity air at 4.5 ft above the floor provides improved ventilation effectiveness*) to ANSI/ASHRAE Standard 62.1-2010, *Ventilation for Acceptable Indoor Air Quality*. AI 39
- AI 54 Mr. Littleton will publish BSR/ASHRAE/IES Addendum *al* (*adds requirements for skylights in large enclosed spaces*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 40
- AI 55 Mr. Littleton will publish BSR/ASHRAE/IES Addendum *bi* (*modifies the pipe insulation requirements*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 41
- AI 56 Mr. Littleton will publish BSR/ANSI/IES Addendum *bt* (*modifies the chiller  $K_{adjust}$  equation*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 42
- AI 57 Mr. Littleton will publish BSR/ANSI/IES Addendum *bx* (*modifies heating temperature limits for variable air volume equipment*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 43
- AI 58 Mr. Littleton will publish BSR/ANSI/IES Addendum *by* (*modifies the whole building and space-by-space lighting power density tables*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 44
- AI 59 Mr. Littleton will publish BSR/ANSI/IES Addendum *ca* (*modifies the VAV fan power limitation requirements*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 45
- AI 60 Mr. Littleton will publish BSR/ANSI/IES Addendum *cb* (*sets requirements for dampers*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 46

- AI 61 Mr. Littleton will publish BSR/ANSI/IES Addendum *cc* (sets requirements for pipe sizing) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 47
- AI 62 Mr. Littleton will publish BSR/ANSI/IES Addendum *ch* (makes the dual setpoint and lab exhaust requirements in Section 11 and Appendix G consistent with those found in other Addendum to 90.1-2007) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 48
- AI 63 Mr. Littleton will publish BSR/ANSI/IES Addendum *cl* (adds dynamic glazing requirements to the standard relative to requirements found in 90.1-2007) to ANSI/ASHRAE/IES Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 49
- AI 64 Mr. Littleton will publish BSR/ANSI/IES Addendum *cr* (adds guidance on how unmet load hours can be applied in Appendix G) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 50
- AI 65 Mr. Littleton will publish BSR/ANSI/IES Addendum *cs* (adds control requirements for receptacles) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 51
- AI 66 Mr. Littleton will publish BSR/ANSI/IES Addendum *cw* (makes the service water heating requirements in the energy cost budget section consistent with the rest of 90.1) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 52
- AI 67 Mr. Littleton will publish BSR/ANSI/IES Addendum *cz* (adds lighting control requirements in parking garages) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 53
- AI 68 Mr. Littleton will publish BSR/ANSI/IES Addendum *da* (makes the Energy Cost Budget ventilation requirements consistent with other addenda that modify 90.1-2007) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 54
- AI 69 Mr. Littleton will publish BSR/ANSI/IES Addendum *db* (modifies the fan power requirements in the energy cost budget section) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 55
- AI 78 Mr. Littleton will publish BSR/ASHRAE/USGBC/IES Addendum *a* (modifies daylighting definitions and criteria so the standard is consistent with what will be published in Standard 90.1-2010) to ANSI/ASHRAE/USGBC/IES Standard 189.1-2009, *Standard for the Design of High-Performance Green Buildings Except Low-Rise Residential Buildings*. AI 56
- AI 79 Mr. Littleton will publish BSR/ASHRAE/USGBC/IES Addendum *b* (reduces the height of the illuminance threshold for calculations required in the performance option of daylighting simulations to coincide with industry practice ) to ANSI/ASHRAE/USGBC/IES Standard 189.1-2009, *Standard for the Design of High-Performance Green Buildings Except Low-Rise Residential Buildings*. AI 57

- AI 82 Mr. Littleton will publish BSR/ASHRAE Addendum *j* (*clarifies and adds to the description of the environmental variable*) to ANSI/ASHRAE Standard 55-2004, *Thermal Environmental Conditions Human Occupancy*. AI 58
- AI 83 Mr. Littleton will publish BSR/ANSI/IES Addendum *am* (*sets limits for fenestration infiltration*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 59
- AI 84 Mr. Littleton will publish BSR/ANSI/IES Addendum *ax* (*adds requirements for kitchen hood fans*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 60
- AI 85 Mr. Littleton will publish BSR/ANSI/IES Addendum *bf* (*adds requirements for continuous air barriers*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 61
- AI 86 Mr. Littleton will publish BSR/ANSI/IES Addendum *bn* (*adds a requirement and calculation for fenestration orientation.*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 62
- AI 87 Mr. Littleton will publish BSR/ANSI/IES Addendum *bs* (*adds a requirement for receptacle design*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 63
- AI 88 Mr. Littleton will publish BSR/ANSI/IES Addendum *dc* (*adds requirements to remove the tandem wiring requirements*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 64
- AI 89 Mr. Littleton will publish BSR/ANSI/IES Addendum *f* (*adds requirements for cool/vegetative/high albedo roofs*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 65
- AI 90 Mr. Littleton will publish BSR/ANSI/IES Addendum *aq* (*modifies the Title, Purpose, and Scope of 90.1*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 66
- AI 91 Mr. Littleton will publish BSR/ANSI/IES Addendum *ce* (*adds multi-level lighting control requirements*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 67
- AI 92 Mr. Littleton will publish BSR/ASHRAE/IES Addendum *cp* (*modifies the efficiencies for variable refrigerant flow equipment*) to ANSI/ASHRAE/IESNA Standard 90.1-2007, *Energy Standard for Buildings Except Low-Rise Residential Buildings*. AI 68

**REPORT OF THE PRESIDENT** (Attachment A)

Ms. Bellenger reviewed her travel report for the year to date and commented briefly on selected items. There were no questions.

**MOUs WITH OTHER ORGANIZATIONS – POSTPONED MOTION**

Ms. Bellenger announced that the following motion as amended (first paragraph) by the Board on June 30 was postponed to the present meeting and was on the floor for discussion:

- (2) That ASHRAE standardize their new and renewed cooperative agreements with other organizations to the following three categories:
- A. Memorandum of Understanding/Letter of Cooperation/Letter of Agreement  
These documents and guidelines would be used when an agreement is needed with other organizations involving specific areas of cooperation and understanding, such as, standards, research, publications, translations, etc., but does not include ASHRAE membership and benefits.
  - B. ASHRAE Chapter/Section/Group/Club  
These documents and guidelines would include reciprocal member dues and benefits at member pricing (discounts on publications, meeting registration, education courses, etc.).

To be a member of the ASHRAE Chapter, Section, Group or Club you must be a member of ASHRAE. This document may include the sharing of membership lists for promotion purposes, in compliance with ROB 1.201.021.

- ASHRAE Chapter Members have representation with both voice and vote at the ASHRAE Chapters Regional Conference (CRC). Two Chapter representatives' transportation to the CRC is reimbursed (Alternate & Delegate). A Chapter may be formed with forty (40) ASHRAE dues paying members in good standing. A Chapter will operate within the guidelines as outlined in the Manual for Chapter Operations. A chapter will operate the same as the guidelines in the MCO.
- ASHRAE Section/Group/Club Members will have representation with voice only at the ASHRAE Chapters Regional Conference (CRC) and transportation to the CRC will be reimbursed for only one representative. A Section/Group/Club may be formed with ten (10) ASHRAE dues paying members in good standing. A Section/Group/Club may operate within the guidelines as outlined in the Manual for Chapter Operations (MCO), Section 14, Chapter Section Operations.

ASHRAE Section is the preferred name for this group of members but in instances where the government regulations, policies and tax laws will not allow the use of the term ASHRAE Chapter or Section, then the name ASHRAE Group or ASHRAE Club may be considered. If there is an issue with a local Associate Society, then the Associate Society name may be included along with ASHRAE's, such as, CAR/ASHRAE Shanghai Group or AICARR/ASHRAE Club. The Members of the Group or Club must be ASHRAE Members.

- C. ASHRAE Associate Societies  
This group would follow the ASHRAE guidelines for being selected as an ASHRAE Associate Society and receive the benefits as outlined in the *ASHRAE*

*Associates Requirements and Application Procedure and the Operational Guidelines for the ASHRAE Associate Society Alliance (ASA).*

Mr. Werkema asked if the Society Rules Committee should review all MOUs for appropriateness of language. Ms. Bellenger indicated this was not needed since Members Council had reviewed them in the process of writing this motion.

It was moved by Mr. Jarnagin and seconded

(2A) that amended motion 2 be postponed to the Board meeting in January 2011.

**MOTION 2A (TO POSTPONE) PASSED.** (Unanimous voice vote)

AI 69

**NEW BUSINESS**

Executive Committee Report – Meeting of July 1, 2010 (Attachment B)

President Bellenger presented the following motion:

(3) that ROB 2.101.005.2 be amended by adding the following paragraphs:

2.101.005.2 74-06-23-21  
ASHRAE shall not grant or signify approval of any specific engineering project, commercial product or system or allow its imprint, logo, or name to be used in any commercial context except where the name is used to certify that the product has been tested in accordance with an ASHRAE approved standard, and including the Standard number, nor shall ASHRAE engage in testing or rating of any product.

ASHRAE shall not provide support or endorsement of any party (whether governmental, research, university, private industry or other) related to proposals that are known to be subject to a competitive or qualification based bidding. ASHRAE may indicate support of the project itself if it is in the interests of the Society and indicate willingness to work with the bidder(s) if they are successful. ASHRAE shall not endorse one organization or consortium over another.

Where ASHRAE is receiving funding from outside sources to conduct research ASHRAE should not seek to influence who conducts that research, except through the action of soliciting proposals against formal work statements.

Ms. Bellenger reported this motion was being presented to address a request ASHRAE received several months ago to write a letter of support or endorsement for a university that was submitting a competitive bid on a grant proposal and to provide guidance in responding to future requests. In developing the language, ExCom attempted to maintain ASHRAE's objectivity of not favoring one party over another.

**MOTION 3 PASSED.** (Unanimous voice vote)

AI 70

Society Rules Committee Report – Fall 2010 Conference Call Meetings (Attachment C)

It was moved by Mr. Werkema

- (4) that ROB 2.104.019.3 be deleted from ROB 2.104.019, Expositions, as shown in Attachment A (of SRC report).

Mr. Werkema reported that the proposed change would remove a reference to “plumbing sector” from exposition rules since sectors are addressed in the new agreement among ASHRAE, AHRI and IEC.

**MOTION 4 PASSED.** (Unanimous voice vote)

AI 71

SRC Information Items

Mr. Werkema called attention to the log of rule changes that had been made to the Rules of the Board since June 2010 and noted the log now included additional details in order to give the Board a better understanding of changes.

Ms. Bellenger noted additional editorial changes were needed in item 3 so that fractions read 1/3 and 2/3 rather than 1/3rds and 2/3rds. By consent the Board agreed these changes would be made and entered in the log of rule changes.

AI 72

Ms. Bellenger thanked Mr. Werkema for his report.

“Standards Boost Business” Campaign (Attachment D)

Ms. Ramspeck reported that ANSI was coordinating a “Standards Boost Business” campaign targeted at standards developers. She presented survey results received from a number of organizations indicating that substantial percentages of members would not volunteer to work on standards development without employer support. ASHRAE support of the program would be not only financial but also promotional by encouraging ASHRAE volunteers to participate in standards development. Ms. Ramspeck noted the key messages of the campaign were included in the background document.

Dr. Bahnfleth agreed to take this request to the Standards Committee through Technology Council.

AI 73

Mr. Werkema questioned whether the activity should be handled by senior executives in ASHRAE rather than at the committee level.

Mr. Littleton indicated that Joe Bhatia, ANSI President and CEO, would address the Board at the 2011 winter meeting and may present this message at that time.

Ms. Bellenger thanked Ms. Ramspeck for her report.

Grass Roots Advocacy Pilot Program

Mr. Read reported that over the last two years ASHRAE Washington Office staff had emphasized raising awareness of ASHRAE in Washington, D.C., and, working through the Advocacy Committee, had developed a program requesting that ASHRAE members contact

their congressional representatives and advocate support of green building funding. ExCom reviewed the program before it was sent to the membership. After the program was sent, Mr. Read's staff received responses that ranged from positive to negative and varying degrees in between. Mr. Read pointed out that although a number of responses were received there was no way to track the number of members who actually contacted their congressional representatives as a result of receiving this request. He indicated the Advocacy Committee chose this subject since it seemed less controversial than others considered. The goal of the program was to improve energy efficiency in federal buildings, not to increase government spending, which was the basis of a number of negative comments.

Board members offered comments and suggestions as follows:

- Ms. Thrasher suggested that the letter sent to members should have explained that the long term effect of the program would lead to reduction, not increase, in spending.
- Mr. Werkema suggested that a more specific issue be identified for an advocacy program.
- Mr. Reedy indicated it would have been helpful if the letter had stated that the intent of the program was to reduce energy use in federal buildings.
- In response to Mr. Morasch's question about whether ASHRAE should advocate this kind of this program since it would be considered lobbying, Mr. Littleton stated that this would not constitute a substantial part of ASHRAE resources and therefore did not violate the government's lobbying restrictions for non-profits.

In response to the question as to why a number of the 40 negative responses were extreme, Mr. Read indicated this information was not known. He summarized the following:

32,000 ASHRAE members received the email  
Of the 32,000, possibly 10,000 read the email  
Of the 10,000, there are no statistics on who actually contacted their congressmen  
Based on this, there are no data to guide ASHRAE in making future decisions

Ms. Bellenger thanked Mr. Read and Mr. Ames for their extensive work on this program.

#### ASHRAE/CIBSE Commercial Partnership

Mr. Littleton reported on a building energy label program CIBSE was planning to launch in Hong Kong and indicated CIBSE invited ASHRAE to sponsor the program with them. CIBSE is active in a European Union certification program that supports issuing building energy labels on which the Hong Kong program will be based, and this may be an opportunity for ASHRAE to be a sponsor.

As additional background, Mr. Littleton reported that CIBSE issues P.E. licenses in the United Kingdom. ASHRAE has membership reciprocity with CIBSE in that membership in either organization is recognized as qualifying for full Member status in both organizations.

A question was asked as to whether the bEQ label would be used if ASHRAE co-sponsored the Hong Kong program or if a different label would be used. Mr. Littleton indicated this would be part of the discussion with CIBSE.

Mr. Jarnagin, who chairs the bEQ label program for ASHRAE, reported that his committee, in developing bEQ, discussed the European Union labeling program and others around the world. Also, a CIBSE member serves on the bEQ ad hoc committee, which has attempted to align its

program with the EU program. Mr. Jarnagin indicated that ASHRAE should definitely pursue partnering with CIBSE on the Hong Kong program.

It was agreed Mr. Littleton would work with Mr. Jarnagin as bEQ chair to follow up with CIBSE and develop a plan for the ASHRAE Board to consider at its January 2011 meeting.

AI 74

ASHRAE/NASEO Memorandum of Understanding

Ms. Bellenger reported that she, Ron Jarnagin, Tom Watson, Jeff Littleton, Doug Read, and Mark Ames met with representatives of the National Association of State Energy Officials (NASEO) in Washington, D.C., to discuss whether NASEO would be interested in entering into a memorandum of understanding with ASHRAE. As background, she added that NASEO membership represents energy officials in all states. She noted in discussion with NASEO they expressed definite interest in an MOU and she was submitting the idea to the Board for concurrence before moving forward.

Calling attention to the guidelines on MOUs being developed by Members Council, Mr. Perreault suggested that these guidelines be kept in mind if the MOU is developed.

Mr. Jarnagin explained that NASEO interacts with code officials by leading energy efficiency efforts in the states, providing seminars, and serving as energy advocates in the states. He confirmed that an ASHRAE/NASEO MOU would be a way to promote ASHRAE standards and educational programs to the states.

Noting a sense of the Board's support for developing an ASHRAE/NASEO MOU, Ms. Bellenger stated Mr. Littleton would pursue this with NASEO.

AI 75

Pioneers of the Industry Award

As information, Ms. Bellenger reported details of how the Board motion to approve the Pioneers of the Industry award was documented in the Rules of the Board. There were no objections to Ms. Bellenger's decisions as shown in Attachment E.

AHR Expo Mexico Update

Mr. Littleton reported that AHR Expo Mexico will be held October 26-28 in Mexico City, and ASHRAE will have a booth to promote its membership, publications and other products. The show floor space has sold out at 46,000 square feet. Ms. Bellenger will attend as well as Mr. Littleton, Mr. Comstock and other support staff. The Mexico City ASHRAE Chapter will host a large technical program in conjunction with the expo.

Mr. Littleton indicated this would be the last AHR Expo Mexico show covered by the current AHR contract. Initial negotiations on a new contract were held in April and proposals are being drafted for the next negotiations. No problems are anticipated in working out a contract agreeable to all parties.

Board Members as Table Hosts at Society Meeting Social Events

Ms. Bellenger stated that ASHRAE had been inconsistent in providing hosts for VIPs who attend events such as the Welcome Party and Members Night Out at Society meetings, and plans

were underway to provide hosts at the next meeting. She noted this was being brought to the Board's attention as information and comments from Board members were welcome.

Resolution for Presidential Member Clinton W. Phillips (Attachment F)

Ms. Bellenger read a resolution in memory of Presidential Member Clint Phillips who passed away recently. On a motion by Ms. Bellenger, the following motion was passed:

- (5) that the Board of Directors approve the resolution in Attachment F in memory of the passing of Presidential Member Clinton W. Phillips.

**MOTION 5 PASSED.** (Unanimous voice vote)

AI 76

Preparation for October 23, 2010, Board Business Session

Ms. Bellenger requested that Board members review the Treasurer's report attached to the agenda for the October 23 business session and email any questions to Mr. Watson in advance of the meeting. She indicated this would help the session to function effectively.

**EXECUTIVE SESSION**

The Board met in executive session from 10:20 to 10:47 a.m.

**NEXT MEETING**

Ms. Bellenger announced that the next business meeting of the Board would be held from 10:00 a.m. to 12 noon on Saturday, October 23, in conjunction with the October 22-23 Board educational session and strategic planning session. A group dinner for the Board has been planned for Friday evening, October 22.

**ADJOURNMENT**

The meeting was adjourned at 10:48 a.m.



Jeff H. Littleton, Secretary

gfc/2010-12-17

Distribution: Board of Directors  
Staff Directors

- Attachment
- A. Report of the President
  - B. Executive Committee Report – Meeting of July 1, 2010
  - C. Society Rules Committee Report – Fall 2010 Conference Call Meetings
  - D. “Standards Boost Business” Campaign
  - E. Pioneers of the Industry Award – Documentation in ROB
  - F. Resolution for Presidential Member Clinton W. Phillips



**Report of President Lynn Bellenger**  
**ASHRAE Travel for 2010-2011**  
**Through October 17, 2010**

<b>Date</b>	<b>Meeting</b>	<b>Location</b>	<b>Comments</b>
Jul 12-13	Purdue Conferences 20 <sup>th</sup> Intern'l Compressor Engineering; 13 <sup>th</sup> Intern'l Refrigeration & Air Conditioning; 1 <sup>st</sup> Intern'l High Performance Buildings	West Lafayette, IN	Spoke at opening ceremony; shorter, customized version of Pres. Speech; Board Member Eckhard Groll was General Chair.
Jul 14	EWeek planning meeting	Waltham, MA	Lunch meeting at Raytheon HQ; Raytheon is Corporate Sponsor; Dick Hayter (ad hoc chair) participated by conference call
Jul 16	White House Forum on Clean Energy Manufacturing	Washington, DC	Hosted by U.S. Commerce Secretary Gary Locke. Talks & panel discussions on scaling up the clean energy industry in the US.
Jul 20	Clean Energy Ministerial Conf	Washington, DC	1 <sup>st</sup> day for ministers only; 2 <sup>nd</sup> day open.
Jul 21	House Subcommittee Hearing on "Green Building Practices in the Federal Sector: Progress and Challenges"	Washington, DC	Testified at hearing of the House Committee on Oversight and Government Reform's Subcommittee on Government Management, Organization, and Procurement.
Aug 3	Einhorn Yaffee Prescott Architecture & Engineering PC	Albany, NY	Spoke on ASHRAE activities to promote membership; broadcast from Albany office to offices in Boston, New York, Washington, DC, and Orlando; local ASHRAE members in each office.
Aug 10-13	IBPSA-USA Sim-Build Conference	New York, NY	Keynote address at opening plenary; IBPSA-ASHRAE one day workshop on modeling preceded conference.
Aug 15	IAQVEC 2010 7 <sup>th</sup> international conference on Indoor Air Quality, Ventilation and Energy Conservation in Buildings; triennial conference held in the US for the first time	Syracuse, NY	Keynote address at opening plenary. Dr. Jianshun (Jensen) Zhang of Syracuse University was Chair; Jensen is vice chair of ASHRAE's Environmental Health Committee.
Aug 19-21	Region I CRC hosted by Twin Tiers Chapter	Watkins Glen, NY	Excellent CRC in the NY Finger Lakes Region. Beautiful setting on the south end of Seneca Lake.

Report of President Lynn Bellenger  
ASHRAE Travel for 2010-2011  
Through October 17, 2010

Aug 27-29	Region XIII CRC hosted by Singapore Chapter	Singapore	Excellent CRC; 150 students attended tech session & tours & provided entertainment at the Friday night banquet.
Aug 31	CCHVAC Delegation	ASHRAE HQ	Met with a delegation from China Committee of HVAC to exchange info about standards & discuss increased collaboration.
Sep 8	Granite State Chapter	Candia, NH	First chapter visit as President; met with YEA members before dinner. Attendance 67.
Sep 11	Centralized training for Membership Promotion	ASHRAE HQ	First time centralized training was offered for Membership Promotion
Sep 14	Mid-Columbia Chapter	Richland, WA	Chapter lunch meeting w/ 27 attending. Visited PNNL. Tours of electric control center, building controls lab, & meeting with simulation group.
Sep 15	Puget Sound Chapter	Seattle, WA	Dinner with officers the night before. Morning meeting with staff from Seattle AIA. Then met w/ YEA members, attended BOG meeting & spoke at chapter lunch meeting. Attendance 75.
Sep 15	Inland Empire Chapter	Spokane, WA	Evening presentation at the wonderful Davenport hotel. 35 attended. Had a chance to catch up with Traci Hagan over breakfast.
Sep 16	Oregon Chapter	Portland, OR	Lunch presentation on 189.1 and theme speech presentation at dinner.
Sep 20-21	DC Leadership Visits	Washington, DC	Meetings with DOE, USGBC, AHRI, NASEO, EPA, FEMP, NEMA, ASE
Sep 30-Oct 1	Road to Climate Friendly Chillers - UNEP conference	Cairo, Egypt	First joint conference with UNEP. Approx 100 attendees. Second day was also CRC tech session.
Oct 1-3	RAL CRC	Cairo, Egypt	Excellent CRC. 23 chapters from 16 countries. Enjoys diverse cultural mix. Numerous motions.
Oct 5	Qatar Chapter	Doha, Qatar	Meetings with founder of QSAS (Qatar bldg. rating system) and deans at Qatar University, Cutter Foundation & Texas A&M. Spoke at evening chapter meeting; 90 attendees.

Report of President Lynn Bellenger  
ASHRAE Travel for 2010-2011  
Through October 17, 2010

Oct 7	Institute of Mechanical Engineers (IMechE)	London, UK	Lunch with IMechE President; round table with IMechE division chair and CIBSE reps; presentations/judging/award of Graduate of the Year; theme speech presentation & Q&A. Dinner reception with remarks by members of Young Engineers Network (YEN).
Oct 8	CIBSE	London, UK	CIBSE/ASHRAE Liaison meeting, presented ASHRAE overview at CIBSE Council meeting. Black tie President's Awards dinner in the evening at Trinity House.

**REPORT TO BOARD OF DIRECTORS**  
**From Executive Committee**  
**Meeting of July 1, 2010**

**Recommendations for Board Approval**

1. ExCom recommends that ROB 2.101.005.2 be amended by adding the following paragraphs:

2.101.005.2

74-06-23-21

ASHRAE shall not grant or signify approval of any specific engineering project, commercial product or system or allow its imprint, logo, or name to be used in any commercial context except where the name is used to certify that the product has been tested in accordance with an ASHRAE approved standard, and including the Standard number, nor shall ASHRAE engage in testing or rating of any product.

ASHRAE shall not provide support or endorsement of any party (whether governmental, research, university, private industry or other) related to proposals that are known to be subject to a competitive or qualification based bidding. ASHRAE may indicate support of the project itself if it is in the interests of the Society and indicate willingness to work with the bidder(s) if they are successful. ASHRAE shall not endorse one organization or consortium over another.

Where ASHRAE is receiving funding from outside sources to conduct research ASHRAE should not seek to influence who conducts that research, except through the action of soliciting proposals against formal work statements.

Background: Several months ago ASHRAE received a request to write a letter of support or endorsement for a university that was submitting a competitive bid on a grant proposal. ExCom had extensive discussions on issues such as maintaining ASHRAE's objectivity by not favoring one party over another and whether the support letter should be sent to the RFP issuer rather than to any bidder. The proposed amendment will give direction for ASHRAE in responding to similar requests in the future.

Fiscal Impact: None

ExCom vote: 6-0-0, chair not voting.

**Information Items:**

1. ExCom discussed the consolidation and coordination of the Strategic Plan and all related documents such as the Sustainability Roadmap and the Research Strategic Plan. ExCom identified the need to convey that ASHRAE has one Strategic Plan and all other related documents are supporting documents. To this end Technology Council will be asked to consider the idea of adding Research Strategic Plan strategies to the Strategic Plan.
2. ExCom is discussing guidelines related to who is authorized to speak for ASHRAE, what members should do when asked questions by the media, and how ASHRAE should handle media questions or interview requests in order to respond quickly and accurately to meet deadlines. Any resulting recommendations will be presented to the Board.

October 2, 2010

Date



Lynn G. Bellenger, President

**REPORT TO BOARD OF DIRECTORS**  
**From Society Rules Committee (SRC)**  
**Meetings of July 26, September 2 and September 17, 2010**

**Recommendation for Board Vote**

1. SRC recommends that ROB 2.104.019.3 be deleted from ROB 2.104.019, Expositions, as shown in Attachment A.

Background: This change removes the specific mention of the “plumbing sector” from exposition rules since sectors are addressed in the new licensing agreement between ASHRAE, AHRI and IEC. It is a further clean-up of changes the Board approved at the Albuquerque meeting to reflect the new licensing agreement.

Fiscal Impact: None.

SRC Vote: 3-0-0, chair not voting

**Information Items**

1. SRC has held three conference calls since the June 2010 Society meeting in Albuquerque. Council liaisons from Publishing and Education Council and Technology Council have been identified and they participated in the September 17 SRC conference call. A liaison from Members Council will be identified shortly.
2. SRC identified the following criteria to use when evaluating Board motions:
  - A. Is the motion understood? Does it convey what was intended?
  - B. Is the motion appropriate to accomplish the selected goal? Did it create a clear action?
  - C. Does the wording of the motion require any cleanup?
  - D. Is the motion connected to the Rules of the Board?
  - E. Is the motion within the BOD’s mandate?
3. SRC reviewed principal motions from the Board minutes of June 27 and June 30, 2010, and took the following actions:
  - A. SRC changed the wording in criteria for “Pioneers of the Industry” award, section 15.7.1d, to read as follows:
    - (d) The personality and popularity of the candidate and evidence of awards earned shall be considered only in the context of evaluating the contribution ~~which~~ that shaped the industry.
  - B. SRC reviewed the Board motion approving extensive changes to the rules for the Chapter Technology Transfer Committee and identified items that should be placed in the CTTC MOP. Through Members Council SRC will offer to assist CTTC in accomplishing this.
  - C. SRC reviewed Board-approved changes to the rules for the YEA Committee and individual SRC members are following up with YEA on questions SRC raised about some of the changes.
  - D. SRC reviewed Board-approved changes to rules related to Assistant Regional Chair and identified items that should be moved to the Members Council MOP or reworded to be a requirement rather than a recommendation. An SRC member will discuss these items with the council chair.
  - E. SRC reviewed Board-approved changes to ROB 2.408.003.1. The SRC chair discussed proposed additional changes with the Comptroller and SRC, at its September 17 meeting, passed

a motion approving the following additional changes:

*The annual budget recommended by the Finance Committee shall target a General Reserve Fund fiscal year ending balance that is 2/3rds of the typical annual General Fund total expense. When warranted by economic conditions or society priorities, the Finance Committee may recommend a lower General Reserve Fund fiscal year ending balance target level, but not lower than 1/3rd of typical annual General Fund total expenses. For the purpose of determining reserve levels, typical annual General Fund expense is the rolling average of the three most recent years of General Fund expense. (91-01-20-13/03-01-29-11)*

These changes were incorporated to define when the target level and balances would be measured. It was not clear from the original motion. This is functionally how the Finance Committee and Cindy Simmons, ASHRAE Comptroller/Director of Administrative Services will budget.

4. SRC addressed a request from ExCom to review the log of rule changes to clarify whether the changes SRC makes are editorial or more significant. The result was that the following new process will be used:
  - A. Document what and why specific log changes are made.
  - B. Send a more detailed log document to the Board.
  - C. Add more information as needed to respond to Board questions.

The log of rule changes made between June 30 and September 17, 2010, is in Attachment B.

5. SRC discussed the issue of whether committee chairs and vice chairs should be voting members of councils and agreed that this was a governance issue that should be addressed by Planning Committee. The SRC chair discussed this with the Planning Committee chair and both agreed it would be addressed by Planning with SRC assisting as needed.
6. SRC is working with electronic communications staff to create computerized searchable Rules of the Board. When this project is completed, the Board will be notified about where the document is located on the web site.

September 29, 2010

Date

Thomas E. Werkema

Thomas E. Werkema, Chair

## Rules of the Board Volume 2

### 2.104.019 Exposition

2.104.019.1 Sponsorship 65-01-24-12

The Society in conjunction with the Air Conditioning, Heating and Refrigeration Institute (AHRI) shall cosponsor an exposition to be held concurrently with the Society's Winter Meeting to be known as The International Air-Conditioning, Heating, and Refrigerating Exposition.

2.104.019.2 Sponsorship Limitations 71-01-28-19/89-02-01-27/90-09-04/10-06-30-37

Participation in any form by a chapter or region of the Society in an is not permissible except as stipulated in License Agreement between the American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc. and the Air-Conditioning, Heating and Refrigeration Institute and the International Exposition Company, Inc. dated May 3, 2010, and any amendments thereto.

~~2.104.019.3~~

~~ASHRAE supports the expansion of the plumbing sector at the AHR Exposition~~

2.104.019.4 Exposition Contracts 69-01-03-28/10-06-30-37

Society Exposition contracts shall be approved by the BOD and executed by the proper Society officers prior to ASHRAE participation in any exposition.

2.104. 019.5 Exposition Royalties 70-07-01-05/73-06-25-09/88-02-04-70/90-09-04-LB/10-06-30-37

Royalties from the sponsorship of the annual International Air-Conditioning, Heating and Refrigeration Exposition shall be divided among the co-sponsors in a ratio as stipulated in License Agreement between the American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc. and the Air-Conditioning, Heating and Refrigeration Institute and the International Exposition Company, Inc. dated May 3, 2010, and any amendments thereto.

2.104.019.6 Exposition Schedule and Location 87-07-02-17/91-06-27-36/10-06-30-37

The scheduling and location of ASHRAE/AHRI shows shall be the responsibility of the Joint Exposition Policy Committee,

2.104.019.07 AHR Expo-Mexico 00-02-06-13/10-06-30-37

ASHRAE shall participate in the AHR Expo Mexico exposition in accordance with the AHR Expo Mexico addendum to the AHR Expo license agreement approved by the ASHRAE Board of Directors.

**RULES OF THE BOARD**  
**Log of SRC Changes to Rules**  
**2010-2011**  
**Through September 17, 2010**

2.424.003.6 When editorial or minor changes are needed to the Rules of the Board, this committee [Society Rules Committee] is empowered to make such changes provided they are reported to the Board of Directors at or before its next scheduled meeting. This committee may designate changes as minor only by unanimous consent. (08-01-20-14)

Based on the above authorizations, SRC has made the following changes to the Rules of the Board in Society year 2010-11:

<b>Rule Volume</b>	<b>Rule Number</b>	<b>Outline of Change</b>	<b>Reason for Change</b>	<b>Requesting Source</b>	<b>Date Change Authorized</b>
3	3.200	Updated dues increases as stated in BOD motion 10-01-21-02 and removed references to dues amounts effective July 1, 2010	To remove effective dues dates that have passed.	BOD motion	2010-07-01
2	2.417.002.2	Deleted incorrect reference to Bylaws 7.2 as the source for stating that PEAC is chaired by the President-Elect	To correct reference in ROB	Staff	2010-07-23
2	2.402.003.2	Changed ROB reference from "Bylaws" to "Certificate of Consolidation" in the reference " Bylaws 7 (1) (j)"; corrected sequential numbering in 2.402.003	To correct source reference and numbering	Staff	2010-07-23
3	3.300.001	Corrected bylaws reference from 5.2 to 4.2 and changed wording to be consistent with bylaws.	To correct reference to and quote of bylaw	Staff	2010-07-23
3	3.300.001 B2	Deleted paragraph B2 based on revised bylaw 4.2, which consolidated requirements for officers and directors into one bylaw.	To correct reference to and quote of bylaw	Staff	2010-07-23
2	2.430.002.1	Deleted "Up to" in the rules on composition of YEA membership: "Up to 1 voting member from each region...."	To correct the grammar	President	2010-09-17
3	3.400, section 4.4.6	Changed "chairman" to "chair" in ..."as requested by the chairman of the Members Council...."	For consistency in use of the term "chair"	SRC	2010-09-17
2	2.408.003.1	Changed ROB as marked: "The annual budget recommended by the Finance Committee shall target a General Reserve Fund	To clarify wording	SRC	2010-09-17

Rule Volume	Rule Number	Outline of Change	Reason for Change	Requesting Source	Date Change Authorized
		<p><u>fiscal year ending</u> balance that is 2/3rds of <u>the</u> typical annual General Fund total expense. When warranted by economic conditions or society priorities, the Finance Committee may recommend a lower General Reserve Fund <u>fiscal year ending balance</u> target level, but not lower than 1/3rd of typical annual General Fund total expenses. For the purpose of determining reserve levels, typical annual General Fund expense is the rolling average of the three most recent years of General Fund expense. (91-01-20-13/03-01-29-11)”</p>			
3	3.200	<p>Changed ROB 3.200, Dues, Fees, Privileges: Society dues shall be:</p> <p>Member                                 \$165.00 <u>180.00</u> * Associate Member                     \$165.00 <u>180.00</u> * Fellow                                     \$165.00 <u>180.00</u> * Student Member   \$16.00 (will increase to \$20.00 July 1, 2010) 20.00 Retiree Member                         \$20.00 Affiliate Member     \$50.00 (Year 1), \$70.00 (Year 2), \$90.00 (Year 3) * *</p> <p>*     \$90.00 per year for Member and Associate Member grades for individuals who reside in countries listed in low-income and lower-middle-income groups of the World Bank List of Economies.</p> <p>* *   <del>The dues structure for Affiliate Member grade of membership is \$50.00 for the first year of Affiliate Member membership, \$70.00 for the second year of Affiliate Member membership and \$90.00 for the third year of Affiliate Member membership, after which the</del> <u>After three years of Affiliate Member membership, the</u> Affiliate Member will become an Associate Member and will pay Associate Member dues.</p> <p>Note: Dues for Member, Associate Member, and Fellow grades of membership will increase as follows:            Effective July 1, 2010 – Increase to \$180.00            Effective July 1, 2011 – Increase to \$185.00            Effective July 1, 2012 – Increase to \$190.00</p>	To update	SRC	2010-09-17
2	2.411.004.1	<p>Changed the wording in criteria for “Pioneers of the Industry” award, section 15.7.1d, to read as follows:</p> <p>(d) The personality and popularity of the candidate and evidence</p>	To correct the grammar	SRC	2010-09-17

Rule Volume	Rule Number	Outline of Change	Reason for Change	Requesting Source	Date Change Authorized
		of awards earned shall be considered only in the context of evaluating the contribution <del>which</del> <u>that</u> shaped the industry.			



**An outreach campaign to help  
business leaders understand how standards  
and conformity assessment can  
boost business performance**

Revised May 2010

## Background

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For more than a century, voluntary consensus standardization and conformity assessment activities have been coalescing markets and saving money for organizations in both the private and public sectors. However, there is still a marked lack of standards and conformance-related knowledge by decision makers in business and industry.

As the coordinator of the U.S. standards and conformity assessment system, the American National Standards Institute (ANSI) must extend its public awareness campaign to include executive-level messaging that explains the strategic value of standardization for U.S. business.

The “Standards Boost Business” (SBB) campaign will serve as an educational/outreach effort that will help C-level executives and other private-sector leaders to better understand the ways that standards and conformity assessment activities can boost business performance. Ultimately, the effort should serve as a call to action for corporate America to devote resources – time, money, and manpower – to standardization activities.

The end result should be a *system-wide promotional piece*, not solely an ANSI-specific marketing tool.

## Key Messages

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Key messages will be incorporated into brochures, presentations and speeches, testimony, publications, press releases, ANSI’s websites, advertising, contributed articles or letters to the editor, and more. They may be used freely by any stakeholder within the standards community to help explain the strategic value of standardization to U.S. business.

Wherever possible, these messages should be supported with concrete metrics and/or case studies supplied by the Institute and members of the ANSI Federation.

## Core Messages

- Companies that participate actively in standards development activities reduce costs, increase efficiencies, facilitate market access, and gain more competitive advantage than those who do not participate.
- As an executive, you really have two choices: position your organization to take a seat at the table and be part of the standards-setting process, or to let your competitors dictate the way you will be doing business.
- Standards and standardization are business tools that should be managed alongside your organization’s quality, safety, intellectual property, and environmental policies.

### **Messages: Competitive Advantage**

- Participating in standards-setting activities gives organizations a leg up on emerging issues and obstacles.
  - Gain insider knowledge and early access to information
    - Shape agendas
    - Develop networks
    - Act on priority areas of industry-wide concern
  - Exert influence on technical content
  - Develop new markets for products, services, and technologies, as well as strategic positioning within those markets
- On almost any given day, a standards group or technical committee is meeting and making decisions that could affect your bottom line. Shouldn't you be involved?

### **Messages: Cost Savings**

- Standardization and conformity assessment activities lead to lower costs by reducing redundancy, minimizing errors, and reducing time to market.
- In difficult economic times, many companies feel the need to downsize or even eliminate their participation in standards development. But the resources needed to re-start the process later on can be much more expensive than maintaining a well-functioning system in the first place.
  - Beyond the bottom line: standards impact quality, lead-time, factory flexibility, and supply chain management.

### **Messages: Customer Retention and Growth**

- Above all, customers want products and services that are high quality, reliable, consistent, and safe. Reliance upon standards and conformity assessment activities helps to demonstrate these important characteristics, earning customer loyalty.

### **Messages: Trade and Market Access**

- Demonstrating compliance to standards helps your products, services, and personnel to cross borders.
- Standards make cross-border interoperability possible, ensuring that products manufactured in one country can be sold and used in another.
- Standards and conformity assessment activities are inextricably linked with your business' full supply chain throughout the multiple tiers of subcontractors and suppliers.

### **Messages: Standards and Innovation**

- Businesses not only reduce the economic risk of their research and development activities by participating in standardization, they can also lower their overall R&D costs by relying on previously standardized technologies and terminologies.

## Messages: Standards and Regulations

- If the U.S. standardization community – which operates as a partnership between the public and private sectors – does not step forward to deliver a standards and/or conformance-based solution to a key national priority, then the U.S. government will meet the need with a regulation.
  - By participating in standards development activities, you have an opportunity to directly influence the requirements and guidelines for your product.

## Messages: A Call to Action

- “Engineer it, patent it, and then sell it” used to be the formula for success. But that isn’t enough to capture today’s global marketplace. When executives participate in standards-setting activities, they are bringing their concerns and needs to bear on the process.
- As a business leader, your support of the standardization community is essential:
  - Put in place a corporate policy that supports standards development right alongside quality, safety, intellectual property, and environmental performance. It is just as important to the long-term health of your business.
  - Identify the business units and individuals who will participate in standards development work and ensure that they can be involved from the beginning of any new activity
  - Help educate younger employees on the importance of standardization
  - Support University Outreach programs by providing subject matter experts to reach out to the emerging workforce

## Deliverables

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With these key messages in place, the ANSI communications group – working in conjunction with the marketing and membership teams – will create a number of deliverables for use as part of the Standards Boost Business (SBB) campaign.

ANSI has already invested time and resources in the design and development of the campaign plan and strategy, program logo, Q&A flyer, SBB website, collection and review of case studies and testimonials, and more. The Institute is also planning to execute a series of press releases and contributed articles and will begin socializing the campaign through various social media platforms. All these deliverables are being funded by ANSI. But some of the planned deliverables outlined below require additional funding through sponsorship. These include:

- Print brochures
- Advertising – print and web
- Advertorials in business publications
- Industry roundtable events
- Conferences
- Promotional video
- Video interviews

Depending upon the level of funds raised, ANSI may elect to pursue all of these deliverables, or only a select group as allowed by the overall campaign budget.

A full description of each deliverable type can be found on the following pages.

## Campaign Logotype

The ANSI communications group has designed a dedicated campaign logotype for use on the SBB website and in all related materials, which establishes SBB as a unique entity that is not solely an ANSI effort.



## Flyer

A print flyer has been created and was distributed at the December 2009 U.S. Chamber of Commerce Committee of 100 meeting. This flyer is focused on organization-level messaging, and is set up in a “Questions and Answers for Executives” format. Quotes in support of the U.S. standardization system are offered in the green bars at the bottom of the flyer. Another version of the flyer has also been developed with corporate-level messaging.



## Print brochure

A print brochure will be distributed to all ANSI members and member prospects, and can be made readily available for any U.S. stakeholder to use in meetings with industry leaders. It would also be mailed in hard copy to a list of top C-level business leaders.

The brochure should use simple, effective language and refrain from over-reliance on terminology and phrases that are unique to the standards community. As an outreach piece, it is of critical importance that this brochure speak directly to its target audience.

In addition to use of the key messages outlined above, the brochure will include metrics and case studies from ANSI Company Members who are willing to demonstrate how their participation has created a strategic advantage for their business or product line within the marketplace. Some of the case studies currently under development by the Institute’s Committee on Education may also be of use.

## SBB Branded Website

An SBB branded website, [www.standardsboostbusiness.org](http://www.standardsboostbusiness.org), was launched in December 2009. The site has its own branding and identity that is unique from ANSI’s own site, making it a tool for the entire U.S. standards community.



Features of the website include:

- A Standards Boost Business “Show Your Support” page for stakeholders to demonstrate their commitment to the U.S. standardization system
- Case studies of how other companies and organizations are relying on strategic standardization to meet their business objectives
- A toolkit that includes downloadable flyers, presentations, and other resources for broad stakeholder use (including the Standards Boost Business Resource Center now available on the ANSI eStandards Store - <http://webstore.ansi.org/standardsboostbusiness/>)

## Promotional Video

A short promotional video that relies on snappy text and vector illustrations (rather than full video) can be quite compelling at delivering the Standards Boost Business message. Stock video can also be used, as for the ANSI 90<sup>th</sup> Anniversary video that was shown during World Standards Week 2008.



The video would be available on the SBB website and on ANSI's YouTube channel. The promotional video could be used by the ANSI Federation on their web sites.

- Example: The Power of A [promo video](#)

## Video Interviews and Case Studies

ANSI president and CEO Joe Bhatia could conduct interviews with executive-level representatives of companies from a number of different industry sectors. These Q&A style sessions would be mini case-studies, no longer than 5-7 minutes each, and would offer a way for users to see first hand how standards and conformity assessment activities have helped that specific company to save money, increase efficiency, or otherwise improve their business model. Videos would be made available on the SBB website as well as ANSI's YouTube channel.

## PowerPoint Presentation / Executive Summary

A brief PowerPoint presentation would outline the key messages described above and be made available for use by any interested stakeholder. The same information will be presented in an alternative .doc/.pdf format as a one-page executive summary.

## ANSI Online News Item / Press Release

The communications group will draft, vet, and issue an ANSI Online news item and nationally distributed press release announcing the launch of the campaign and the availability of materials for broad use. This article will be the lead item in the next distribution of *What's New?*, ANSI's weekly electronic newsletter that reaches some 3,500 individual contacts.

## Social Media

The Institute will utilize Twitter, Facebook, LinkedIn, YouTube, and the ANSI blog to help promote the SBB campaign and get its messages in front of the highest number of individuals possible. These tools also offer the added benefit of user feedback/commentary, and make it easy for users to share the files quickly within their own social and professional networks.

## Contributed Articles

Many publications accept by-lined articles and news stories from executives and subject matter experts. These editorial contributions, whether they appear as articles in hard-copy, in online publications or even as a "letter to the editor," can help to advance the Standards Boost Business campaign including commentary or even case studies, depending on the publication's coverage. The objective of such editorial contributions is to stimulate broader awareness of the U.S. and global standardization community and the value of voluntary consensus standards and conformity assessment.

## Advertising – Print and Web

The ANSI marketing team will place advertising on external sites that directs potential standards purchasers to the eStandards Store's Standards Boost Business Resource Center. A related print advertising campaign to promote the strategic value of standardization for U.S. business. Potential target publications could include: *The Wall Street Journal*, *Newsweek*, *Business Week*, *The Economist*, *Forbes*, *Fortune*, and *Crain's*. Prices for print advertising vary by ad size, placement, and publication.

## Advertorials

ANSI may also wish to explore the possibility of an advertorial campaign in one or more of the publications listed in the Advertising section above. An advertorial is an advertisement written in the form of an objective opinion editorial, and presented in a printed publication—usually designed to look like a legitimate and independent news story, but carrying such disclaimer language as “advertisement,” “special promotional feature,” or “special advertising section.” Pricing is dependent upon a number of factors, including section length and number of advertisers secured.

## Industry Roundtable Events

The Institute may wish to use the SBB campaign as a launching point for a series of ANSI-hosted CEO industry sector roundtables and/or networking events, per the Institute's 2009 membership strategy. An industry-specific focus will help generate interest, and will better communicate the campaign's key messages to its target audience. A CEO is far more likely to listen to how strategic standardization has benefited another organization within his or her own industry.

## Two-Day Conference

A two-day conference with the “Standards Boost Business” theme could be structured around a number of industry-specific panels and a compelling high-level keynote speaker. At that level, speakers typically expect an appearance fee, which has been estimated and included in the overall estimated cost shown above.

The event could be hosted anywhere in the country, but the Institute may wish to consider a west-coast event to capture the high concentration of IT-focused companies in that area of the country. Alternatively, ANSI could seek out our audience directly by co-locating an Institute-hosted conference with a leading industry event, trade show, or conference.

## Promotion of Campaign at Other Events

ANSI distributed the initial flyer to the [U.S. Chamber of Commerce's Association Committee of 100](#) (C100) during its December 2009 meeting. ANSI is following up with C100 attendees to pursue speaking engagements for ANSI president and CEO Joe Bhatia and roundtable discussions that will provide opportunities to seed SBB messages with specific industries and sectors.

## Funding

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In order to deliver all of the possibilities outlined above, some degree of fundraising will need to take place. ANSI is currently proposing an 18-month sponsorship period from January 2010 to June 2011.

ANSI Board Members (and other members of the Federation as deemed appropriate) will be solicited in June 2010 for contributions to a campaign that serves the entire U.S. standards and conformity assessment community. Ultimately, all stakeholders stand to benefit from a campaign that will stimulate broader awareness of the U.S. and global standardization community and the value of voluntary consensus standards and conformity assessment.

In a letter to members of the Board, Joe Bhatia will introduce the initiative, its objective and attendant benefits, and the proposed set of deliverables, key messages and an FAQ. Several levels of participation will be suggested in such a letter, alongside the following sponsor benefits:

Amount	Benefits
\$25,000	<ul style="list-style-type: none"> <li>▪ Executive-level video overview featured on SBB website</li> <li>▪ Company logo included in print advertising</li> <li>▪ Company invited to speak at conference and roundtable events</li> <li>▪ Company logo prominently displayed at conference and roundtable events</li> <li>▪ Exhibit space at conference</li> <li>▪ Ad space on SBB website</li> <li>▪ Company logo included in print materials</li> <li>▪ Company logo included in website in sponsors section</li> <li>▪ Company name mentioned in press release</li> </ul>
\$15,000	<ul style="list-style-type: none"> <li>▪ Company name included in print advertising</li> <li>▪ Company logo displayed at roundtable events</li> <li>▪ Ad space on SBB website</li> <li>▪ Company logo included in print materials</li> <li>▪ Company logo included in website in sponsors section</li> <li>▪ Company name mentioned in press release</li> </ul>
\$5,000	<ul style="list-style-type: none"> <li>▪ Ad space on SBB website</li> <li>▪ Company logo included in website in sponsors section</li> <li>▪ Company name mentioned in press release</li> </ul>

Based on conversations with small to medium size organizations that are also interested in supporting SBB, ANSI has elected to offer an alternate sponsorship scale for organizations with less than \$10 million in annual revenue. This approach is consistent with ANSI's membership dues structure, which also draws a distinction in fees between those organizations with annual revenues above and below \$10 million. The alternate sponsorship scale includes all of the same benefits shown above, but with the price points of \$5,000, \$3,000, and \$1,000 respectively.

## Conclusion

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More and more, corporate standards professionals are not being replaced when they retire, and new, younger professionals are not being groomed for corporate standards roles. In addition, the recent economic downturn has resulted in some companies decreasing their levels of involvement in standards development activities.

With recent efforts to create a dialogue on the current U.S. voluntary standardization system, now is the time for ANSI and its Federation of members to showcase the strategic value of the system to U.S. business and help corporate America understand the critical importance of their participation.



## Standards Boost Business

### Frequently Asked Questions

Revised January 2010

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#### What is the “Standards Boost Business” (SBB) campaign?

The SBB campaign is a public awareness campaign aimed at C-level (e.g., CEO, CFO, COO, etc.) executives and other private-sector leaders. Through targeted, executive-level messaging, SBB will increase their understanding of how the U.S. voluntary standards system and its activities can boost business performance.

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#### What issue is the campaign aiming to address?

In recent years, many companies have decreased their participation in standards development and conformity assessment activities. Whether this decrease comes from a tightening of the belt or shifting priorities, the concern remains the same: participation by U.S. industry is down, and the U.S. standardization community should do whatever it can to increase engagement.

An educational and outreach effort, the campaign’s primary goal is to serve as a “call to action” for corporate America to devote resources – time, money, and manpower – to the U.S. standardization system and its activities.

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#### How will the campaign generate awareness?

SBB key messages will be incorporated into brochures, flyers, presentations and speeches, testimony, publications, press releases, websites and social media applications, advertising, contributed articles or letters to the editor, and much more. More importantly, the messages and deliverables may be used freely by any stakeholder within the standards community to help explain the strategic value of the voluntary standards system to U.S. businesses.

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#### Why is ANSI launching this campaign now?

For more than a century, voluntary consensus standardization and conformity assessment activities have been coalescing markets and saving money for organizations in both the private and public sectors. However, there remains a marked lack of standards and conformance-related knowledge by decision makers in business and industry. This has led to corporate decisions to down-size or eliminate standards-related sections and programs within companies. More and more, corporate standards professionals are not being replaced when they retire, and new, younger professionals are not being developed for corporate standards roles. In addition, the recent economic downturn has resulted in some companies decreasing their levels of involvement in standards development activities.

With recent efforts to create a dialogue on the current U.S. voluntary standardization system, now is the time for ANSI and its Federation of members to showcase the strategic value of the system to U.S. business and help corporate America understand the critical importance of their participation.

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#### How can members of the ANSI Federation participate?

Members can participate by signing up for one of the several sponsorship levels. The number of sponsors will determine the level of deliverables that ANSI is able to provide in support of the SBB effort.



## STANDARDS BOOST BUSINESS

## Strategic Standardization Questions and Answers for Executives

In today's complex global marketplace, your organization needs **every advantage** it can get. That's why it's so important for you and your members to take an active role in the standards-setting process. Take a look at the questions and answers below to learn more.

### So you want to . . .

access new markets ■ reduce costs ■ increase productivity and efficiency ■ hone your competitive edge

### The answer is strategic standardization.

#### What can standards do for my organization, my members, and my industry?

By participating in standards development activities that affect your products and services – and by implementing standards and conformance tools that can help you streamline your processes and trim costs – you and your members can continue to build marketshare and boost your bottom line.

#### Why should my staff and my members spend company time on standards development?

When your stakeholders participate in standards-setting work, your organization automatically gets a leg up on emerging issues and obstacles that affect your industry or product line. You'll gain insider knowledge and early access to information that will help you shape your agenda, develop networks, and act on priority areas. On almost any given day, a standards group or technical committee is meeting and making decisions that could affect your business. Shouldn't you and your members be involved?

#### But isn't it expensive to participate?

In challenging economic times, some executives decide to downsize or even eliminate their organization's standards development efforts. What they don't realize is that re-starting their internal processes later can be much more expensive and time consuming than maintaining a well-functioning system. The companies who are most successful in their sectors recognize that standards and conformance are business tools that should be managed right alongside their quality, safety, and environmental policies.

#### What's the worst that could happen?

If the U.S. private sector does not step forward to develop a standards and conformance solution to a key national priority, then the U.S. government will meet that need with a regulation. And from a market share point of view, it's likely that your competitors are actively engaged in standardization. Without your influence and input, your competitors can dictate the way you will be doing business through the content of a standard. Worse yet, they can even include language that effectively standardizes your product off the market.

#### What should I do?

Make a resource commitment – **time, money, and manpower** – to the U.S. standardization system and encourage your members to do the same. Visit the Standards Boost Business website to read case studies of how other companies and organizations are relying on strategic standardization, and demonstrate your support by signing the Standards Boost Business pledge.

Standards impact more than 80% of global commodity trade.  
– U.S. Department of Commerce

Standards are important for every company because they influence the design, development, manufacturing, and marketing of many products worldwide.

– Motorola

Standards are a vehicle of communication for producers and users. They serve as a common language, defining quality and establishing safety criteria.

Costs are lower if procedures are standardized; training is also simplified.

– American Society of Mechanical Engineers

Sound technical standards benefit the user, as well as the manufacturer, by improving safety, bringing about economies in production, eliminating misunderstandings between manufacturer and purchaser, and assisting the purchaser in selecting and obtaining the proper product to meet his or her need. NEMA devotes much of its time, effort, and resources to voluntary standardization activities.

– National Electrical Manufacturers Association (NEMA)

visit [www.standardsboostbusiness.org](http://www.standardsboostbusiness.org) to learn more



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In today's complex global marketplace, your company needs every advantage it can get.

So you want to . . .



The answer is **strategic standardization**.

The U.S. Department of Commerce tells us that standards and conformity assessment impact more than 80% of global commodity trade. From design and manufacturing to distribution and marketing, all aspects of your industry's products and services are affected at some point by standardization.

But how much of an impact are we talking? Just ask the U.S. Department of Defense, which is projecting \$789 million in cost avoidance over just one of their programs. How did they do it? They focused on parts standardization and process standardization.

Or ask the electrical fire safety industry. By collaborating on a critical standard for Arc Fault Circuit Interrupters, the National Electrical Manufacturers Association, the National Fire Protection Association, and Underwriters Laboratories have helped to prevent more than 40,000 home fires, over 350 deaths, and more than 1,400 injuries each year.

Or ask Deere & Company, whose agriculture and construction equipment is exported and used around the world. By participating in standards development for component pieces like fittings and fasteners, Deere knows that these components will meet their needs "off the shelf." And the more standardized components they can use, the less they, and their customers, have to pay.

By participating in standards development activities – and by implementing standards and conformance tools – each of these organizations has been able to streamline processes, trim costs, earn and maintain market access, and boost their bottom line.

Want to learn more? The next tab tells you all about the **value of standards** to industry, government, and consumers. You can also read **case studies** that describe how companies, organizations, and government agencies are relying upon strategic standardization to meet their goals.

Beyond the bottom line, standards impact quality, lead-time, factory flexibility, and supply chain management.

Standardization and conformity assessment activities lead to lower costs by reducing redundancy, minimizing errors, and reducing time to market.

Demonstrating compliance to standards helps your products, services, and reputation to cross borders. Standards also make cross-border interoperability possible, ensuring that products manufactured in one region can be sold and used in another.

Businesses not only reduce the economic risk of their research and development activities by participating in standardization, they can also lower their overall R&D costs by relying on previously standardized technologies and methodologies.



**STANDARDS  
BOOST  
BUSINESS**



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## SHOW YOUR SUPPORT



Standards help companies across the United States to reduce costs, increase efficiencies, facilitate market access, and gain more competitive advantage.

By filling out the form on the right side of the page, you are

demonstrating your recognition that standards and conformity assessment are a vital component of the U.S. economy.

Showing your support by filling out the form is just the first step. Here are some more suggestions of ways you can support our nation's robust standardization system and the many entities that make our success possible:

- **Educate your colleagues and executive leadership**

Without a proper understanding of the value of standards and conformance, some organizations have seen standards development as a logical place to start making cuts – both in terms of funding and manpower. Take a look at the toolkit for some valuable resources that will help you show your colleagues – in concrete, easy-to-understand terms – just how important standards and conformance are to their business

[\\*\\*\\* View the toolkit](#)

- **Submit a case study with results-oriented metrics**

Do you have a great standards or conformance success story? Tell us about it and we will put it up on the case studies page for all to see. We need to show executives how standards and conformance are increasing efficiency, saving money, and earning and maintaining market access, and concise, results-focused case studies are a great way to do it.

[\\*\\*\\* View the case studies](#)

- **Become a sponsor**

Your financial support of this effort will broaden the reach of the Standards Boost Business message. With your assistance, we can get advertorials and messaging in business publications, build a robust promotional campaign, and ensure that executives from all industries are exposed to the strategic importance of standardization. Becoming a sponsor also gives you an opportunity to get greater exposure for your organization and your own standardization success stories.

[>>> Learn more about sponsorship](#)

* First Name	<input type="text"/>
* Last Name	<input type="text"/>
* Title	<input type="text"/>
* Organization / Company	<input type="text"/>
* E-mail	<input type="text"/>
* ZIP code	<input type="text"/>
* Tell us More: How Do standards boost your bottom line?	<input type="text"/>
Yes, I would like receive periodic email updates	<input type="checkbox"/> Yes

Submit

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## CASE STUDIES

Companies across the nation rely on standards and conformance to increase efficiency, reduce cost, and boost market access for their products and services. Here are a few examples:

The Virginia class attack submarine is one of the most powerful and complex naval combatants ever created. But firepower and enhanced stealth were not the only considerations facing the U.S. Navy when it needed to update the fleet with the post-Cold War security environment in mind. The cost of building nuclear powered submarines is vast, each ship running into the billions of dollars. At the same time, budgetary pressures are significant. Obviously, developing new efficiencies in design, production, and ongoing maintenance offers the potential for tremendous cost savings on such large-scale projects.

Historically, nuclear submarine shipbuilding development and construction focused on custom designs because of the relatively limited number of ships being built in this category. Over time, this practice resulted in a proliferation of functionally similar or nearly identical parts and specifications. In a major cooperative initiative, the U.S. Department of Defense, the Navy, the industrial shipbuilding community, and academia identified two key areas to improve: parts standardization and process standardization.

The bottom line: over the life of the Virginia class program, an investment of \$27 million in parts standardization is projected to lead to \$789 million in cost avoidance. The number of procured parts was reduced by 60 percent. The USS Virginia lead ship was launched ahead of her threshold delivery requirement determined ten years earlier. Moreover, the USS Virginia is already showing a marked improvement in crew readiness and cost-effective onboard parts support.

— *U.S. Department of Defense*

While our products feature unique components that differentiate us from our competitors, we also rely on enabling components like fittings and fasteners that can be produced to standards and be available "off the shelf."

Contributing our knowledge to develop these standards made good sense. The more standardized components we can use to deliver reliable functionality, the less we, and our customers, have to pay.

— *Deere & Company*

Aerospace has been at the center of America's technological leadership for the last century.

Underpinning all these accomplishments is the vast wealth of technical data housed, maintained, and disseminated through standards.

— *Aerospace Industries Association*



**REPORT TO BOARD OF DIRECTORS**  
**From The President**  
**October 2, 2010**

**Information Item**

At the Board meeting on June 30, 2010, the Board approved the following motion:

That the Pioneers of the Industry Award be approved (see criteria in Attachment A [of Members Council report]).

The referenced attachment shows that all documentation for this award was to be placed in the Honors and Awards Committee MOP. For consistency with other honors and awards, my decision was to also place in the ROB the following items from the attachment:

2.411.003.4 Board-Approved Awards Not Named for Individuals

N. The Pioneers of the Industry Award is established to honor deceased individuals who have made milestone contributions to the growth of air conditioning, heating, refrigeration and ventilation. Individuals inducted into the Pioneers of the Industry must have shown evidence of distinction, either technically or academically. (10-06-30-14)

Also, since the Board will be selecting recipients of this award, it was included in the list of awards the Board approves as follows:

2.411.004.1 The BOD shall confirm individuals recommended for the following honors and awards based on the following requirement:

Honorary Member	2 or more negative votes defeats
Pioneers of the Industry	2 or more negative votes defeats
Fellow	4 or more negative votes defeats

This decision is being reported to the Board for information.

\_\_\_\_\_  
October 2, 2010  
Date

  
\_\_\_\_\_  
Lynn G. Bellenger, President

**ASHRAE Pioneers of the Industry Award  
Honors and Award Manual of Procedures  
Section 15**

**15. ASHRAE PIONEERS OF THE INDUSTRY**

15.7.1 The Board approves the establishment of the ASHRAE Pioneers of the Industry to honor deceased individuals who have made milestone contributions to the growth of air conditioning, heating, refrigeration and ventilation. Individuals inducted into the Pioneers of the Industry must have shown evidence of distinction, either technically or academically.

The criteria for the Pioneers of the Industry shall be:

(a) Must have made milestone contributions to the growth of air conditioning, heating, refrigeration and/or ventilation technology. A milestone contribution is an innovative technological advancement in the industry. Evidence of distinction in these areas may be accomplished through invention, entrepreneurial activity, research, publishing, outstanding academics, or engineering leadership, or a combination thereof.

(c) Must be deceased.

(d) The personality and popularity of the candidate and evidence of awards earned shall be considered only in the context of evaluating the contribution which shaped the industry.

15.7.3 Nominations for the ASHRAE Pioneers of the Industry shall be received by the Honors and Awards Committee for consideration, and the committee shall unanimously recommend to the Board of Directors for approval. Approval of this award shall be by secret ballot of the BOD and two or more negative votes shall cause the rejection of any proposed candidate.

15.7.4 A maximum of two individuals may be inducted into the Pioneers of the Industry annually. Form of the award a listing with the recipient's accomplishments on the ASHRAE web site in a permanent binder in the ASHRAE Headquarters library.

**Resolution**  
**Presidential Member Clinton W. Phillips**  
**October 18, 2010**

Whereas:

God in His infinite wisdom and mercy has taken from our midst our beloved and esteemed member,

Clinton W. Phillips  
Presidential Member, Fellow ASHRAE, Life Member

Who, as ASHRAE president in 1982-83, encouraged our membership through his presidential message on the effectiveness of our great Society, “brought about by the personal commitment of the people who make up ASHRAE.” He noted that “it is the dedication and commitment of people who see a value to themselves and to their fellow human beings that makes ASHRAE work;” and who exemplified that message through his 65 years of service;

Who was a recognized world leader in ammonia refrigeration, bringing together the international community through his involvement in ASHRAE and the International Institute of Refrigeration; and whose work as a practitioner provided him a unique understanding of refrigeration processes bridging theory and practical applications;

Who led ASHRAE, not only in the advancement of HVAC&R technology, but also in daily technology, making work for ASHRAE staff quicker and more efficient through purchasing and installing the latest word processing equipment, allowing for more accurate processing of biographical member records;

Be It Therefore Resolved:

That the Board of Directors of the American Society of Heating, Refrigerating and Air-Conditioning Engineers, at its meeting of October 18, 2010, observes the passing of Clint Phillips with great sorrow, and that this official resolution be placed in the records of this Board of Directors’ meeting, and that a copy of the same be forwarded to his immediate family.