

# INDUSTRY NEWS



## ASHRAE Adopts Brand, Logo To Reflect Changes in Society

CHICAGO—Throughout its 117-year history, ASHRAE has been the go-to source in the HVAC&R industry for standards, education and other resources for engineers. As the role of HVAC&R has progressed to incorporate many facets of building design, construction and operation, ASHRAE has changed as well. As a result, ASHRAE has announced an evolution of its brand to reflect those changes. Elements of this repositioning include a refreshed logo, a new tagline and a change to using only its acronym.

The announcement was made Jan. 21 at the Society's 2012 Winter Conference in Chicago.

"ASHRAE's original commitment to HVAC&R engineering excellence remains resolute even as the Society continues to expand its influence into all facets of building design, construction, reconstruction and operation," ASHRAE President Ron Jarnagin said.

The repositioning of the ASHRAE brand is an acknowl-

edgment of ASHRAE's broadening scope beyond HVAC&R to include standards, research, publications and educational resources relating to total building design, energy efficiency efforts and sustainable building technologies, otherwise referred to as the total building environment, according to Jarnagin. Over the years, ASHRAE has worked to provide resources on a wide range of industry practices and issues such as commissioning, building automation control, indoor environmental quality for buildings and aircraft, energy efficiency and the smart grid initiative.

The most visible change is the refreshed Society's logo, which was created in 1959 when the American Society of Refrigerating Engineers and the American Society of Heating and Ventilating Engineers merged to form ASHRAE.

Along with the new logo, ASHRAE also has a new tagline: Shaping Tomorrow's Built Environment Today. The tagline serves as a promise to members, and the industry, that whatever the future brings in the built community, ASHRAE will be at the forefront for research and guidance.

Lastly, the Society is doing business as "ASHRAE" vs. using its full legal name of the American Society of Heating, Refrigerating and Air-Conditioning Engineers. Use of ASHRAE reflects the Society's worldwide membership and that services will continue evolving globally. ■

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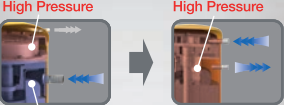
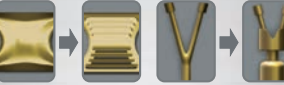


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## Engineer Grads Fare Better In Salary, Staying Employed

WASHINGTON—It pays to be an engineer, both in salary and in finding a job.

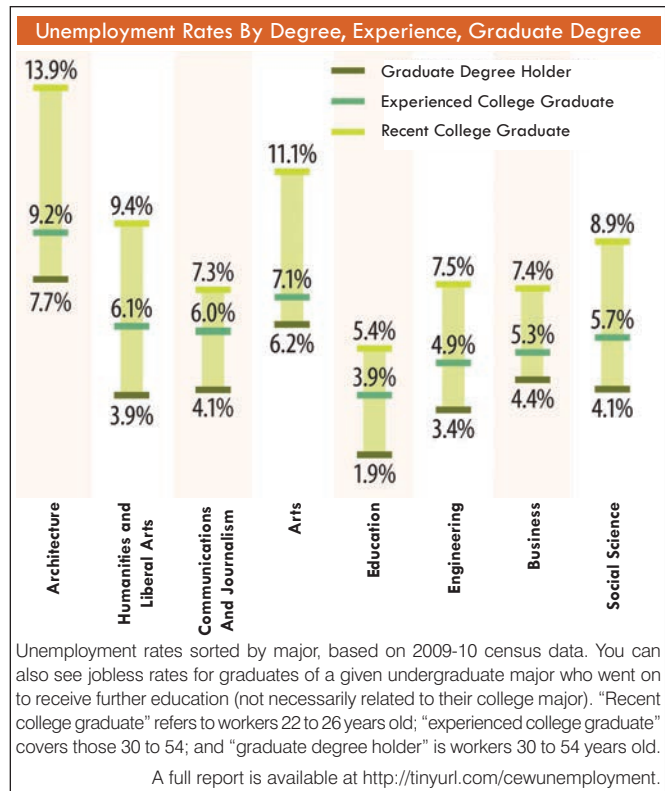
A report from Georgetown University’s Center on Education shows that engineers earn on average \$55,000 when starting out. This beats just-minted architects (\$36,000), business majors (\$39,000), math and science majors (\$46,000) and law and public policy grads (\$34,000).

The study also shows that fewer engineering grads are unemployed (7.5%) than many of those with other degrees. The lowest jobless rate by degree is health-care graduates (5.4%). Architecture grads have the highest jobless rate (13.9%).

Most significant, the study shows the importance of a degree. The jobless rate of recent college graduates (ages 22–26) is 8.9%. The rate for those with high school degrees is nearly (22.9%).

This advantage continues for experienced workers (ages 30–34) with degrees and those with graduate degrees.

Rates of pay, however, vary by demand. For example, people who major in education and social work have low unemployment rates but make less money. Conversely, experienced engineering graduates average \$81,000 and engineers with advanced degrees average \$100,000, the highest of all professions. ■



## Too much draft in the office?

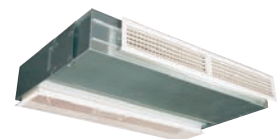


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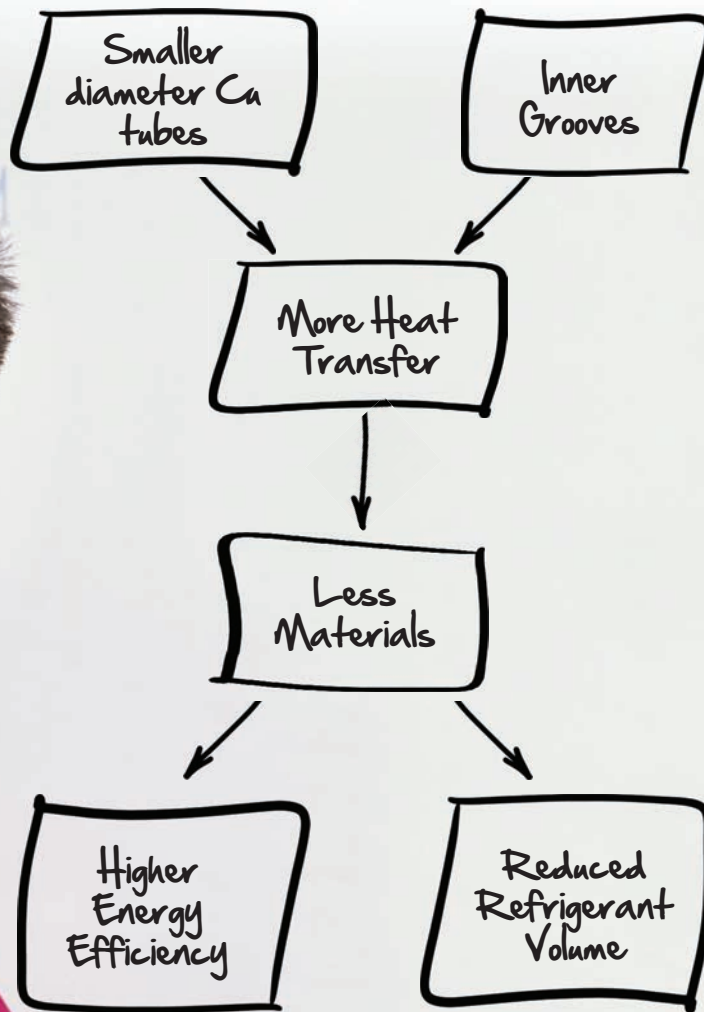
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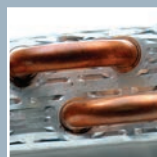
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