



Shaping Tomorrow's
Built Environment Today

MINUTES

PLANNING COMMITTEE MEETING

ASHRAE Annual Meeting
Atlanta Hilton Hotel
June 26, 2015

Note: These minutes were approved by Planning Committee on December 10, 2015 and are the official record of this meeting.

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June 26, 2015

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ACTION ITEMS

Planning Committee Meeting

June 26, 2015

<u>No. - Pg.</u>	<u>Responsibility</u>	<u>Summary of Action</u>	<u>Status</u>
1 - 2	McGinn	Provide regular status reports regarding duplication of efforts at councils.	_____
2 - 4	Littleton	Notify REHVA to assure them we are not competing regarding the global "deep dive" review.	_____
3 - 4	PLC	Defer discussion about "global versus international" until a future meeting	_____

MINUTES

PLANNING COMMITTEE MEETING

June 26, 2015

MEMBERS PRESENT:

Hugh F. Crowther, Chair
Dennis J. Wessel, Vice Chair
Costas A. Balaras
Darryl K. Boyce
Walid Chakroun
Chris M. Gray
John L. Harrod
Ben A. Leppard
Tim J. McGinn
Daniel C. Pettway
Matt C. Rowe
M. Ginger Scoggins
Edward K. C. Tsui
William, P. Bahnfleth, Consultant
Dimitris Charalambopoulos, Consultant
Farooq Mehboob, Consultant
Ross Montgomery, Consultant
Ashish Rakheja, Consultant
Richard Rooley, Consultant
Hassan Sultan, Consultant
Timothy G. Wentz, CO
Jeff Littleton, Executive V.P.
Joyce Abrams, Staff Director/PLC Liaison

STAFF PRESENT:

Steve Comstock, Staff Director, Incoming PLC Liaison
Vanita Gupta, Staff Director, Incoming PLC Liaison
Kim Mitchell, Staff Director
Mary Dean Townsend Exec. Assistant to BOD
Craig Wright, Staff Director

GUESTS PRESENT:

Khalid Almulhim, RAL, Sub-Region A Chair
Jason Z. Alphonso, MP Vice Chair
Nohad Boudani, Incoming PLC Consultant
Ioanna Deligkiozi, President-Elect, Hellenic Chapter
Mark W. Fly, DAL
Patricia T. Graef, Vice President
Charles E. Gullledge III, Incoming PLC CO
Roger K. Jones, Region III ARC
Julia A. Keen, Incoming PLC Member
Lindsey King
Adeeba Mehboob, BOG, Pakistan Chapter
Kirk T. Mescher, SRC Member
Lee Millies, Finance Committee Member
Bjarne W. Olesen, Incoming Society Treasurer
Thomas H. Phoenix, ASHRAE President
Sarah Poursharafeddin, Incoming PLC Member
Samir Traboulsi, CEC Member
T. David Underwood, Incoming President
Thomas E. Watson, AASA Chair
Keith Yelton, Incoming DRC, Region XI

CALL TO ORDER

Chair Hugh Crowther called the meeting to order at 1:02 pm. He welcomed the PLC members and guests. A quorum was present.

REVIEW OF THE AGENDA

The agenda was approved as presented.

PLANNING COMMITTEE MINUTES – June 15, 2015 Webinar

Mr. Crowther called for a motion on the June 15, 2015 PLC webinar minutes. Mr. Wessel moved and it was seconded

(1) that the Planning Committee minutes of the June 15, 2015 webinar be approved as presented.

MOTION 1 PASSED (UVV – CNV)

UPDATE ON STRATEGIC PLAN IMPLEMENTATION

Ms. Scoggins reported that the Planning subcommittee will attend council meetings to review duplication of effort issues regarding the strategic plan implementation. Mr. McGinn will provide status reports outlining any duplications. The Strategic Plan has been included on agendas for meetings in Atlanta. Permanent liaisons for subcommittees and councils will be established; three ad hoc committees will be established in the near future.

AI 1

Mr. Crowther pointed out that MCI is assisting the Planning Committee to recommend to the ASHRAE Board which regions should be analyzed for a more in-depth study, but the final decision will be made by the Board. Two geographic regions are being reviewed at the same time. MCI was engaged to analyze the globe (divided into 4 areas) and recommended Europe and the Middle East. Planning Committee will be voting on the two regions at the end of this meeting.

We can measure the success of the strategic plan by the following:

- How do we improve ASHJRAE success around the globe
- There is a gap for people around the world and our job is to make everyone have the same ASHRAE experience.
- Membership will grow only if we improve the experience for everyone.

Mr. Crowther asked members to consider the following questions:

- Do you agree with the 2 regions recommended by MCI?
- Why wouldn't you pick one out of the two?
- Which one do you think is the best choice?

Mr. Olesen: Asked the question as to whether it is possible to analyze the regions and decide about this ourselves without using MCI.

Mr. Chakroun: Asked if there are only two regions on the table for consideration?

Mr. Balaras: Responded that we hired MCI to do the analysis and these two regions are their recommendations..

Mr. McGinn: Does MCI have market presence in all of the areas they reviewed? Mr. Comstock: responded that they do have market presence in these areas.

Mr. Littleton: Clarified that PLC is asked to select the two regions and then, a deeper review will be done. Another decision will be made later to further define the work based on more information gathered from the deeper review.

Mr. Crowther added: 1) PLC is to select two regions; 2) they should be reviewed at the same time; 3) once the analysis is completed, a business plan will be developed; 4) MCI may or may not participate.

Mr. Bahnfleth: This study will show us new ideas so we could possibly change our approach.

Ross Montgomery: When will we deal with the other two regions that were not chosen by MCI? Mr. Crowther responded we would deal with the other two regions (and perhaps more) soon afterwards if the BOD is ready to keep things moving.

Mr. Balaras: After the survey is completed, tools will become available to develop further strategies that are owned by ASHRAE.

Mr. Rooley: Which group will be our focus to improve experience: 1) members, 2) chapters or 3) the HVAC community? The HVAC industry is massive. How can we fit in so we can influence all of them? (ASHRAE, Associations, Chapters, members at large, etc.). The investigator analyzing all of this is equally important and needs to be wise regarding the intent. ASHRAE's intent should be known. There are many players in Europe; we need to work to improve the relationship of American technology and Europe's assets. There are two chapters in Europe; we can improve the ASHRAE experience through them. We don't want to be competitive. Europe has engineering issues; the Middle East has political issues.

Mr. Chakroun: What about Latin America, the Asia Pacific region? Will MCI consider the GCC or non-GCC countries in the Middle East?

Mr. Boyce: How do we spread our knowledge of the built environment? Can we test things that may make a difference?

Mr. Rakheja: there is some disparity in the selection of the regions. Seventy percent of the world population was excluded; and that is where there is actually a need. GCC versus European Union experience will be very different; MCI is not serving the larger population.

Mr. Pettway: I believe that MCI knows what it is doing.

Mr. Mehboob: I am concerned about the sequence of what we do so we can be sure to get the biggest "bang for our bucks". MCI's comments that 19% of society generates 8% of the revenue is not correct. Are we predisposed to head in a certain direction? We need to add metrics to the criteria. For example, at the end of the "deep dive", will our sales jump ___% so it will be clear what we have achieved? In the Middle East, GCC, the bulk of engineers are ex-patriots and have no interest in becoming members of outside societies. The perception that GCC is homogenous is not correct. GCC countries have different regulations. There is no skills shortage in the Middle East; employers will not pay for ASHRAE training. Middle Easterners must all be members of the Society of Engineers.

Europe has buying power; CIBSE will develop standards; Sixty percent of European members are over 60 years of age; the construction market will be down. People in India, Pakistan, and Sri Lanka don't compete with ASHRAE; these people are looking to do business. There is a 20% growth rate in India; it has agreements with ASHRAE and the demand for more will not end soon. Asia Pacific and China are a future market as well as Hong Kong and Malaysia.

Mr. Balaras: MCI's approach was to review various regions with no target area in mind. They helped ASME with a similar exercise. The MCI blueprint developed could be applied to other areas of the globe; they are the experts.

Mr. Comstock: Raw data was given to MCI (over 3 years). They looked at India and the Middle East; new customers were looked at to build a new customer base with more dollars and more members.

Mr. Charalambopoulos: Follow MCI's advice; continuing to rethink everything is not productive. Either go with MCI or fire them.

Mr. Leppard: It is important to portray to an area we are considering that it is a partnership, not competition. Existing organizations will react and think ASHRAE is stealing their thunder (HVAC). Mr. Littleton was asked to reach out to REHVA to explain to them what we are doing. AI 2

Mr. Almulhim: Virtual offices should be considered. Also it is important to determine how flexible the government will be to have ASHRAE there.

Mr. Sultan: We need to cover as much of the globe as possible. What deliverables are we getting from MCI?

Mr. Littleton: MCI may want to help select the regions; a business model may be different (chapter model)

Mr. Olesen: Europe may not want MCI to do it. We may be able to do it ourselves.

Mr. Rooley: There is concern that profit sharing may skew the objective.

Mr. Chakroun: The Middle East has money. We infringe on chapters if we send MCI in; we know the country better than they do. We don't need to share our profits with MCI.

Mr. Bahnfleth: We need outside consulting help for Europe. Experts are here from their own areas. We need a global approach (outside objective view). We get that from MCI.

Underwood: We are deciding whether or not we are a volume-driven organization.

Mr. Balaras: MCI has worked with other Societies; this will not be a competitive exercise but rather will be to improve our membership value.

Mr. Rooley: oversight is needed to be sure we have permissions from locals.

Mr. Wentz: favors the MCI proposal.

Mr. Crowther called for a hand vote regarding whether the two regions identified by MCI (Middle East or Europe) should be recommended to the BOD to do a "deep dive" analysis to gather further information.

(2) Middle East: 11 (in favor)
1 (against)

(3) Europe 12 (in favor)
0 (against)

MOTION 2 and MOTION 3 PASSED - (CNV)

Project Timeline

Mr. Balaras indicated that MCI will rework the timelines because we have lost about a month in the plan.

Global Versus International Discussion

It was agreed that this discussion will be deferred to another meeting.

AI 3

2014-15 MBOs Review

Mr. Crowther indicated MBOs are complete.

2015-16 Planning Committee

Mr. Wessel thanked PLC members whose terms end this month and welcomed new PLC members Julia Keen, Sarah Poursharafeddin; Ashish Rakheja and Chuck Gullledge who is the new CO.

2015-16 MBOs (see PLC Report to the BOD)

Mr. Wessel indicated the focus of 2015-16 MBOs will be on specialty conferences; on why there seems to be a lack of enthusiasm among young engineers; consolidations of ad hoc committees; and monitoring councils. He thanked PLC consultants (8) and asked them to work with Mr. Balaras on his subcommittee.

Mr. Crowther thanked the committee for the great work they did during 2014-15.

ADJOURNMENT

The meeting adjourned at 4:00 pm

Respectfully submitted,



Mary Dean Townsend, Secretary

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Attachment: PLC Report to the Board

Distribution: Board of Directors
Planning Committee