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Goals for the coming year

Five-and-one-half years after the founding of ASHRAE through the merger of our two predecessor Societies, your newly-elected officers are taking over a solvent, well-organized and dynamic organization. Much thought and effort have gone into the creation of this well managed, smoothly running machine. It is our challenge and opportunity to use this instrument for programs and actions which will make ours an even stronger and more meaningful Society of maximum service to all its members and the public at large.

Our immediate targets of concentration lie in the fields of Membership, Research and the Journal.

Last year, after a period of moderate stagnation, we witnessed the first increase in membership. We must maintain a well directed effort so as not to lose the momentum created by an enthusiastic and successful Membership Development Committee. There are still many well qualified engineers active in our fields of interest who have not joined our ranks.

Why this emphasis on size when we are already the sixth largest engineering society in the country? We are not empire builders. First, because we must seek the strength that comes from representing a united technical and professional front. Moreover, the size of our membership, compared to the total potential of qualified members, directly affects public acceptance of our standards and other data as presented in our various publications, and thus materially influences our Society's impact on our pertinent technology. Lastly, of course, the additional income created by a membership increase will be most welcome and permit the pursuit of important programs now beyond our financial capability.

Our Research activity has been reorganized into an effective operation reaching many institutions and often combining, in cooperative ventures, our efforts and financial support with those of other organizations. What is still needed, however, is a thorough analysis of the proper areas of concentration for ASHRAE-sponsored research. To this end, a Special Committee will be appointed, immediately. It will be headed by the Chairman of the R&T Committee and its nucleus will be the R&T Executive Committee. This group will be charged with the task of submitting to the Board of Directors for approval a report establishing criteria and guidelines on the kind of research projects which should be undertaken by our Society. The report will shed no light on the technical validity of potential proj-

ects, but its findings will be focused squarely on the areas of research responsibility which our Society may properly consider its own.

Most of the machinery needed to effect a change in editorial policy of the Journal has been established, but much work remains to be done to implement it. This new policy includes condensation of technical papers, with the facilities to provide full length preprints of any specific paper, upon request. It also includes publication of technical articles of lesser theoretical but greater practical content; and reporting of national affairs which have a bearing on our profession and industry.

At the same time, we will continue to provide the necessary publishing platform for our contributors of technical papers, while cooperating with the agencies charged with collecting and storing technical information. These agencies tell us that condensing and even abstracting technical articles for publication is an absolute necessity if they are to keep up with the worldwide explosion of technical and scientific information.

The Journal is the only regular means of communication with the majority of our members who do not or cannot attend Chapter meetings. The new editorial policy will strengthen this communications link, particularly in view of the broad and diversified background and interests of our membership.

The inclusion of pertinent Washington news in the Journal is designed to give us a greater awareness of the diversity and magnitude of decisions being made by our government in technical matters. Engineers have often been accused of indifference to public affairs. This is an attitude we can ill afford, considering that this year, for example, government expenditures for research will be greater than the entire federal budget of 1939.

We are aiming at a Journal of undiminished technical excellence, while gaining greater general appeal and readability for all our members. A desirable by-product of increased reader interest will be, of course, an increase in advertising income to help defray publication expenses.

These, briefly, are the main goals to which we must address ourselves in the immediate future. Your cooperation and constructive suggestions will always be welcome and are essential to the further growth and development of ASHRAE.