

President's Inaugural Address

ASHRAE in the New Millennium's Global Community

By **Harley W. Goodman Jr., P.E.**

1999–2000 ASHRAE President

I am Bill Goodman from Little Rock, Ark., and it is my honor to serve as ASHRAE's president for the coming year and to lead our great Society into the next millennium.

There are those who see the turn of a new century—let alone a new millennium—as a time of peril and disaster. Predictions abound. Everything from Y2K and airplanes falling out of the sky—to a planetary convergence on May 5, 2000 that will cause the earth to shift on its axis and the polar ice caps to melt—to the Internet sending out e-mails on January 1, 2015 declaring itself to be a sentient being.

I see this not as a time of doom and gloom but as a time of hope and new beginnings. I see it as a time of change for the better.

As we turn the calendar over to a new century and a new millennium, I think we can agree that we live in a world community in which the economy of each country is interdependent with the economies of other countries. The economic crisis in Southeast Asia and Russia and its ripple that affected countries around the world bears this out.

Global commodities such as energy—and those industries that depend on them—are particularly interdependent. Therefore, how one country addresses environmental concerns such as energy conservation, global climate change and ozone depletion is interdependent on the way other countries address these concerns. At least, that is the goal of such agreements as the Montreal and Kyoto Protocols.

I think we can agree that this interdependence will only strengthen. For industries such as ours and organizations such as ASHRAE, being a vigorous global player will become even more imperative than it is today if we are to maintain our position in the world market.

However, when you look at the demographics of our membership and who attends the Society's meetings—80% are from the United States, 10% from Canada and 10% from the rest of the world—we have to ask ourselves:

- Is ASHRAE really a worldwide organization?
- Are we really participating in the world market?
- Are we really taking optimal advantage of the global community we live in to advance HVAC&R technology for the benefit of the public and our members around the world?

These questions have been weighing heavily on my mind, and I wonder if you have been thinking about these same questions. My theme for this year—**ASHRAE in the New Millennium's Global Community**—is designed to start us thinking and talking about these questions.

Let me say right up front, I do not have all the answers to these questions or know exactly what to do about them. What I do know is that as a Society we have a strategic plan in place with attainable goals that will help us achieve our mission. I also know that we have many if not all the pieces in place to be a vigorous global player, for example:

- ASHRAE's web site (www.ashrae.org).
- Electronic publishing capabilities.
- The ASHRAE Learning Institute.
- The ASHRAE Foundation.
- ASHRAE's Research Program.

About the President

ASHRAE President Harley W. Goodman Jr., P.E., Life Member/Fellow ASHRAE, resides in Little Rock, Ark. He is the founder and former president of Goodman Engineers. During his 40-year career, he specialized in health care facilities and is a registered professional engineer in four states.

Goodman joined ASHRAE in 1962 and has chaired and served on various committees at the chapter, region and Society levels. He was elevated to the grade of Fellow

ASHRAE in 1988 and Life Member in 1992. He has received three Region VIII Energy Awards and an ASHRAE Distinguished Service Award. As ASHRAE's president, Goodman directs the Society's Board of Directors and oversees the Executive Committee.

Goodman received his bachelor of science degree in mechanical engineering from the University of Arkansas and serves on the University of Arkansas at Little Rock Engineering Advisory Board and on the Arkansas State Board of Registration for Professional Engineers and Land Surveyors. ■

- Our involvement in developing international standards and sponsoring international conferences.
- Our efforts to reform how we develop high profile standards.

What we do NOT have is extensive global involvement by engineers working and living outside North America nor are our efforts to advance and transfer HVAC&R technology really focused on the global market. Consider that:

- Our technical information is primarily focused on the needs of the U.S. market.
- Only 7 of the 115 active research projects have been awarded outside North America.
- We have just recently completed phasing in the use of SI units in the ASHRAE Handbook.
- Very few if any of our publications are available in other languages.
- Only 12 of our 157 chapters are outside the United States and Canada.
- Little or no membership promotion efforts target potential members outside our regional structure.

What I do know is that if we really want to commit to the global environment, economy and community, then our focus, our structure and the way we do business must change. We also must make stronger efforts to involve engineers from other countries and consider not only the needs of the U.S. market, but also the needs and resources of HVAC&R markets around the world.

Let us look at the air-conditioning market as an illustration of the global market potential, and then I will share with you some of my thoughts in response to these questions.

Presently, three-quarters of the world's population lives in developing economies—more than half in developing countries in Asia alone and 6% in Central and South America! Said another way: in these two markets live nearly four-fifths of the world's population. And despite recent economic turmoil, these two markets will continue to be among the fastest developing areas of the world.

According to a recent survey by the Building Services Research and Information Association in the U.K., the worldwide air-conditioning market presently totals \$33 billion. The United States is sandwiched in between Japan as the world's largest market and the Peoples Republic of China as the world's third largest market. China has seen an astonishing growth since 1990 that is projected to continue. Brazil accounts for nearly half of the air-conditioning market in Central and South America followed by Argentina at 14%.

In 1996, energy consumption in these developing countries was 40% below what was consumed in the industrialized world. However, by 2020 energy use in these countries is expected to

surpass the industrialized world by 6%! These areas also are expected to have the strong long-term economic growth and strong long-term electricity growth due to rapid population growth, greater industrialization and more widespread home electrification.

Yet, there are only about 500 ASHRAE members living in Asia, not counting those in Region 13, and about the same number in Central and South America. The potential for growth is astounding, and with the expected rapid economic development in these areas the need for HVAC&R technology will be great.

Let me pause here for a moment and emphasize to you that I am encouraged about the formation of Region 13 and the four chapters it represents, but we have to find a way to involve engineers from Japan, China, Korea and other Asian countries where we do not have chapters.

And, yes I am encouraged about the recent chartering of the Monterrey and the Manuel de Anda Chapters in Mexico, but we must find a way to involve engineers from the central and southern areas of Mexico as well as Central and South America. I do not want give you the impression that I am focusing solely on Asia and the Americas to the exclusion of the rest of the world.

The fact that we have chartered new chapters in Lebanon, Saudi Arabia, Kuwait, and India tells me that there is a strong international demand for ASHRAE's technology and services, and it is possible to extend our chapter and regional structure outside North America. But, we must find a better way

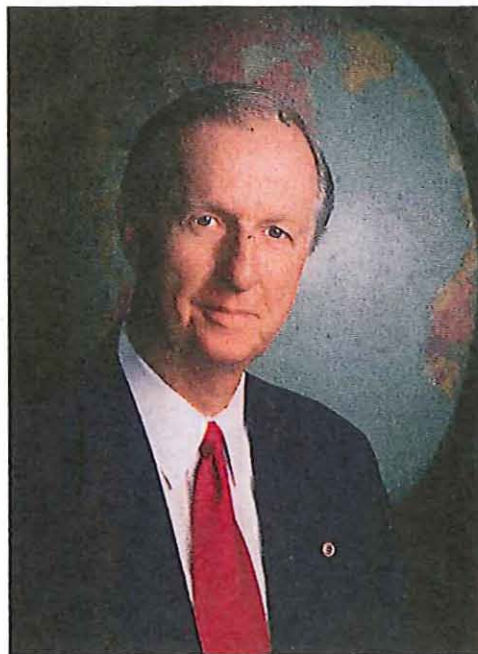
to focus our programs and services beyond the U.S. market to address the needs and available resources for the international chapters.

I am encouraged that we have exceptionally good relationships with our 45 associate societies around the world, but we need to find better ways of collaborating and working with them to advance HVAC&R technology.

I am encouraged that we are publishing the *International Journal of HVAC&R Research*, but we have to find a way to allow investigators, scientists and engineers from other countries to participate in recommending needed research to the Society. We also need to find a way to better promote our Research Program and how to apply for funding.

So far I have raised a lot of issues and asked a lot of questions. You might be asking yourself, so what do you suggest we do about this Bill? What about all the things we are already doing? I know if I were you I would be thinking these same things.

As I said at the beginning of my address, we have many of the tools in place. What we do NOT have is extensive global involvement by engineers working and living outside North America nor are our efforts to advance and transfer HVAC&R



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technology really focused on global markets.

What I suggest is that we learn to not only THINK globally and but to ACT globally. To do this, we have to change—perhaps significantly. We also must realize that as we expand into emerging markets, there could well be serious financial risks, and we must be prudent and cautious. But we also must guard against moving too slowly as well.

Kitty D'Alessio speaking on the conflict between tradition and modernity after she succeeded company founder Coco Chanel said, "As times change, you want to really revere your heredity, but you don't want to be a shrine...to light candles and kneel."

Now admittedly some of the ideas I am going to share with you may sound more realistic than others and some may sound like pipe dreams. My goal is not to give you pat, easy answers but to get us thinking and to inspire us to change. For change we must, or we will be left behind in the dust of the 20th century. ASHRAE will not be left behind.

What do I suggest? I suggest that we:

- Broaden the Society's operation on an international level, not only administratively but also technically. Perhaps we should consider a "World ASHRAE" that is made up of an ASHRAE in the United States and Canada, a European ASHRAE, a Spanish-speaking ASHRAE, a Middle Eastern ASHRAE, an Asian and Australian ASHRAE, and an African ASHRAE.
- Each of these ASHRAEs would have their own structures, their own languages, and their own support. But, they would have the same mission and would be engaged in the same activities as ASHRAE is today.
- Focus on strengthening and expanding ASHRAE's value and relevance to Society members and potential members outside North America, perhaps by targeting areas with the most potential for growth such as Japan, China and other countries in Asia and Central and South America. Also, change the Membership Promotion Committee to be more international by appointing members from other countries.
- Develop an aggressive program to involve engineers, scientists, researchers and others who live and work in these areas in our technical committees, and seek out opportunities to support research in other countries such as cooperative agreements with universities and ASHRAE's associate societies.
- Organize Society technical committee meetings in other countries, and maybe once every three years organize a Society meeting, with a strong technical program, out-

side North America.

- Establish and strengthen vehicles for assimilating information from all parts of the world and for disseminating ASHRAE's technical information around the world. I think our web site and the electronic age is a great boon for us and will allow us to transfer technology electronically. Nevertheless, we must be prepared to make the necessary capital investments to keep up with the latest technology.

I want this year to be about focusing on how we can position ASHRAE in the global community so we can be effective at advancing and sharing HVAC&R technology and ensuring the Society's future growth. ■

- Sponsor foreign language translations of our publications and market them internationally, and publish information that may not be particularly applicable in the United States but would be useful in another part of the world.

I know that I am raising a lot of issues and asking a lot of you. However, that is what I want this year to be about—asking questions, raising our awareness, thinking, talking and debating, challenging the status quo and exploring what we can do differently.

I want this year to be about focusing on how we can position ASHRAE in the global community so we can be effective at advancing and sharing HVAC&R technology and ensuring the Society's future growth.

I want this year to be about learning to THINK and ACT globally to guarantee that ASHRAE will be the

vigorous, vibrant player the global community will demand in the 21st century.

And, I would like us to commit to changing even if that change requires some risk.

I know that change can have a considerable psychological impact. To the fearful it is threatening, because it means that things may get worse. To the hopeful it is encouraging, because things may get better. To the confident it is inspiring, because the challenge exists to make things better.

And, I know there will be those within ASHRAE who will see my ideas as radical and will be concerned about the potential risks of change. I want you to know that I hear you, and I am sensitive to your concerns.

I am looking forward to this year and to hearing what you have to say. With your help, I am looking forward to moving our mind set out of "this is the way we have always done it" to considering how to get ASHRAE moving at the speed of the new millennium.

Ronald Reagan speaking to a joint session of Congress said, "All we need to begin with is a dream that we can do better than before. All we need to have is faith, and that dream will come true. All we need to do is act, and the time for action is now."

Thank you. ■