

Carry the Fire of The ASHRAE Promise: A Sustainable Future

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Cherokee Fire Bundle

Fire has been used for 1.5 million years and initiates renewal and new beginnings...

Cherokee root word for “fire” same as for “family”.

“The fire bundle forges a reverence for nature and focuses our energies in a positive way to change the direction in which the world seems headed.”



We Must Be the Pioneers in
the Reawakening ...



The Ripple Effect

“Our thoughts, intentions and actions, at this moment, influence the next seven generations.”

Everyone influences someone else.

Your Influence begins with you.



We Are **Now** Challenged
by the Crises of the World...



The Environmental Tipping Point

The World's Energy Crisis

The Global Environmental Crisis

“We are now faced with the fact that tomorrow is today. We are confronted with the fierce urgency of **now**. In this unfolding conundrum of life and history, there is such a thing as being too late.”



ASHRAE Opportunities

- Clinton Climate Initiative
- Architecture 2030 Challenge
- AIA Green Buildings Coalition
- Globalization Roadmap Report
- ASHRAE Vision 20/20
- Wal-Mart Collaboration



**We Are the
Leaders, Innovators &
Entrepreneurs...**



Advanced Design Guidance

- Advanced Energy Design Guide: works-in-progress and planned activities
- ASHRAE GreenGuide 2nd Edition & Refrigeration Systems' GreenGuide
- Hot and Humid Climate Design Guide
- District Heating and Cooling Design Guide
- Advanced Thermal Energy Storage Guide
- 90.1 Appendix G (Energy Cost Budget) with expanded regional data



Sustainability Standards

- 90.1-2010 – Prescriptive and Performance
- 189P – High Performance Green Buildings
- 191P - Water Conservation Standard
- Health Care Baseline Sustainability Standard
- Low-Rise Residential Baseline Sustainability Standard (Proposed)



Certification and Education Programs

- GAME Plan & DuPont's Support
- Certification/Accreditation Timelines
 - + HVAC&R for Healthcare Facilities
 - + Building Systems' Commissioning
 - + Building Systems' Operation & Maintenance
 - + Engineering for Sustainability Professional



ASHRAE Vision 20/20

- Building Performance and Carbon Equivalent Metrics & Protocols
- Economically Viable Renewable Energy Applications
- Net-Zero Energy Buildings – **All Building Types**
- Building Information Modeling (BIM)
- A Roadmap for Education, Research & Technical Activities of the Society



Walking the Talk

- Headquarters Renovation
 - + LEED Gold, Green Globes....
 - + Living Lab of ASHRAE Technology
- Advocacy Activities
 - + Monthly “Roundtable” – 40+ Reps of Organizations & Agencies
 - + Commercial Tax Incentives Extension 1 Year
 - + Congressional Visits Day
 - + DOE, EPA & AGA – Scheduled Meetings



**We Are... “On Duty” and
Responsible for a Sustainable
Future.**



The Beginning...

It Is Now **Our** Time

The 'Crises' we are now faced with offers us a chance to experience a shared and unifying cause...the opportunity to rise.

“Your life will influence your family; your family will then influence the community; the community will then influence the nation; your nation will then influence the world....”



“...Children are the purpose of life. We were once children and someone cared for us and now it is **our time to care.**”


Chief Seattle



Your Fire Bundle...Your Guidance to Your Future

We owe our prosperity, security and way of life to the passion and dedication of past generations..

“We don’t inherit the earth; we are merely borrowing it from our children”



“Live with conscious care for **you now
must carry and share the fire of the
ASHRAE Promise: A Sustainable Future.”**

**We Must Achieve a
Sustainable Future...
There Is No Other Option**

