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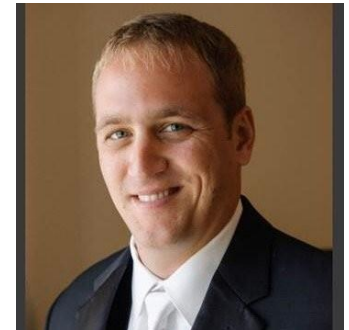
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Upcoming 2019/2020 Events:

October 15th, 2019 – Dinner Meeting
 November 8th, 2019 – Clay Shoot
 December 10th, 2019 – Holiday Party
 January 21st, 2020 – Dinner Meeting
 February 13th, 2020 – Tampa Bay
 Lightning Hockey Game and Tour
 February 18th, 2020 – Dinner Meeting
 March 6th, 2020 – Golf Tournament
 March 17th, 2020 – Dinner Meeting
 April 3rd, 2020 – Shrimp Boil
 May 19th, 2020 – Past President’s Night
 Chris Janke
cjanke@adehvac.com
<http://www.ashrae-fwc.org/>

From the Desk of the President

Tom Morgenthau



Happy Fall from your Florida West Coast board! The new ASHRAE season is in full swing and we have a packed schedule for the remainder of the year. We had an excellent turn out for the September dinner meeting at Brio. Thanks again to Dominic Cacolici for an engaging and informative presentation. Our next dinner meeting is scheduled for Tuesday, October 15 at Brio Tuscan Grille in International Mall. Our guest speaker for the evening will be our very own FWC member Nelson Long, PE. His presentation will be about a hospital laboratory renovation case study at Naples Community Hospital.

October will also host our first Women In ASHRAE event. Please join us for a Meet and Greet Mixer at Zudar’s South Tampa on Thursday, October 24th from 5:30 to 7:30. All are welcome to attend this social and networking event while food and drink will be provided. We look forward to seeing you there!

The 10th annual clay shoot is right around the corner and we are still looking for sponsors for the event. It is scheduled for Friday, November 8th from 12 pm to 5 pm at Fish Hawk Sporting Clays. This is a highly attended event that supports ASHRAE Research and Promotion and hope to see all of you out there!

I wish everyone the best as we gear up for the holiday season and thank you again for your support of the Florida West Coast Chapter.

Tom Morgenthau, PE
 Chapter President
t.morgenthau@emeraldme.com

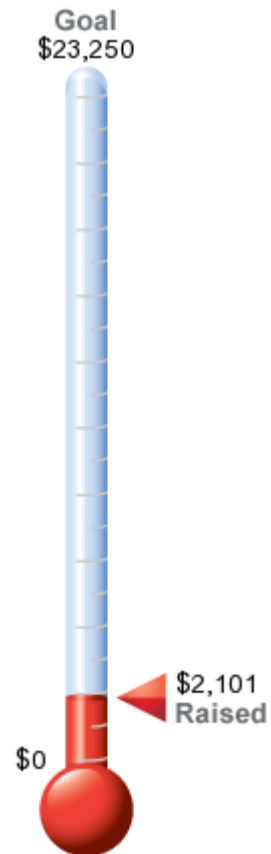
A Special Thank You to our ASHRAE Research Investors!

Individual Sponsors

| | |
|-----------------------------|-------|
| Daniel R. Rogers, PE | \$500 |
| Donald C. Herrman | \$100 |
| Coleen Smith | \$100 |
| Teddy Hansen, Sr. | \$101 |
| Tom Morgenthau, PE | \$100 |
| Ben Hair | \$100 |
| Courtney Araiza | \$100 |
| Neil Connelly | \$150 |
| Mike Costello, PE | \$150 |
| Melinda McKell-Liegl | \$100 |
| Tyler Owens, PE | \$100 |

Company Sponsors

| | |
|----------------------------|-------|
| Emerald Engineering | \$500 |
|----------------------------|-------|



ASHRAE FWC - 2019-2020 Committee Chairs

| | |
|---|--|
| President – Tom Morgenthau, PE | t.morgenthau@emeraldmeep.com |
| President-Elect/Vice-President/CTT Chair – Tim Theriault | timothy.theriault@tlc-eng.com |
| Vice-President/Research Promotion – Ben Hair | bhair@hvac.meap.com |
| Vice-President/Membership Promo – Tyler Owens, PE | towens@carrollair.com |
| Student Activities – Sarah Studt | sarah.studt@tlc-eng.com |
| Student Activities Co-Chair – Mike Costello, PE | m.costello@emeraldmeep.com |
| Government Affairs Committee (GAC) – Heather Tank, PE | heath014@yahoo.com |
| ECC/Webmaster/Homepage/Secretary – Courtney Araiza | courtney.araiza@accurex.com |
| Honors and Awards/Historian – Ethan Grabill | egrabill@commercial-products.net |
| Special Events Committee – Scott Allred | scott.allred@victaulic.com |
| Young Engineers in ASHRAE (YEA) – Kat Liegl | mliegl@onicon.com |
| Co-Young Engineers in ASHRAE (YEA) – Ashley Bence | abence@onicon.com |
| Treasurer/Chapter Newsletter Editor – Chris Janke | cjanke@adehvac.com |
| Chapter Co-Historian – Isaac Crimm, PE | m.costello@emeraldmeep.com |
| Chapter Co-Historian – Zach Loyacono | zachary.loyacono@tlc-eng.com |
| Publicity – Peter Montana | pmontana@hvacinsider.com |
| Co-Reception/Attendance – Alex Glazer | aglazer@sladerossinc.com |
| Co-Reception/Attendance – Christen Quintana, EI | c.quintana@emeraldmeep.com |
| Building Energy Quotient (bEQ) – Ross Montgomery, PE | rossmont@aol.com |
| Refrigeration – Daniel Vaughn, PE | daniel.vaughn@tlc-eng.com |
| Co-Women in ASHRAE/Sustainability – Jennifer Isenbeck, PE | jisenbeck@ut.edu |
| Co-Women in ASHRAE/Sustainability – Kelsey Huntzinger, EI | k.huntzinger@emeraldmeep.com |
| Co-Women in ASHRAE/Sustainability – Debie Horsey, PE | dhorsey@carrollair.com |
| Sarasota-Bradenton Section President – Tony Moreland | tmoreland@trane.com |
| Senior Advisor – Dan Rogers, PE | danfctc@verizon.net |

FWC ASHRAE Presents: WIA Meet and Greet Mixer

What is WIA? Women in ASHRAE. This group is open to all and is to facilitate the retention and opportunities for female members in ASHRAE by improving volunteer experience and creating a network of professional growth. Visit on Facebook, search for Women in ASHRAE

WHEN: Thursday, Oct. 24 2019

WHERE: Zudar's South Tampa, located at 201 West Platt St., Tampa, FL 33606

TIME: 5:30 PM—7:30 PM

WHAT: Social and Networking opportunities open to everyone! There will be food and Happy Hour specials

COST: FREE for food, beer, wine, but looking for SPONSORS!



Sponsors Needed! To RSVP or for more information, please contact: Jennifer Isenbeck, jisenbeck@ut.edu or 813.731.2202





October Dinner Meeting Flyer

Calendar Year: 2019 - 2020

Second Dinner Meeting

Hospital Laboratory Renovation

Meeting Summary:

It's time for our Second Chapter Dinner Meeting of the 2019-2020 ASHRAE year. We had a packed house for our dinner meeting last month. Brio even had to bring out another table. Thanks to the presenter and all the support from all of the attendees to kickoff the year smoothly. We will still be on the second floor of the Brio Tuscan Grille and look forward to great food offerings from Brio and great fellowship with you. Our presenter for this second meeting of the season will be another one of our very own Chapter Members, Nelson Long, PE. His presentation will be a case study on a Hospital Laboratory Renovation in Naples. Please join us for an engaging and informative presentation. We look forward to seeing everyone at the Brio Tuscan Grille.

When?

Tuesday, October 15th, 2019

5-6 PM Cocktail Hour

6-8 PM Dinner Meeting

Cost?

\$35 for FWC Chapter members

\$40 for Non-FWC Chapter members

\$45 Week of event for all

RSVP

at

www.ashrae-fwc.org/ashrae-events/

For questions, contact:

Timothy Theriault

timothy.theriault@tlc-eng.com

813-281-8428

Where?

Brio Tuscan Grille

2223 North Westshore Blvd.

Tampa, FL 33607





-----SAVE THE DATE-----

MARCH 6, 2020

AT THE EAGLES GOLF COURSE

16101 Nine Eagles Drive Odessa, FL 33556

Recall Interview - Charles Caccamo

Submitted by Robert Sutton, Chapter Past President 1995

Charles Caccamo- Founder of Southern Equipment Corporation

Founding Board Member for Florida West Coast Chapter
Compiled from interview and resume furnished in 1995.

Mr. Charles Caccamo was born in Tampa, Florida in 1917 and moved to New York with his family in 1930. After high school he received his Bachelor of Mechanical Engineering Degree in 1939 from Cooper Union Institute of Technology.

Charlie went on to work for Mack Truck in New Brunswick, NJ as a plant engineer. He furthered his career at Brooklyn Navy Yard in the specification section for Cruisers and Battleships during W.W.II. He later worked for Western Electric Company in Kearney, NJ as a production engineer.

Charlie came back to Tampa in 1945 and first worked in the HVAC business for W.B. Haggerty, Inc., then at Durant Brothers (George Durant was also one of our founders), and eventually moved on the Southern Equipment Company in 1952. He ended up working his way up through the ranks and became sole owner of the company in 1963.

Charlie has served as a City of Tampa Mechanical Board member, and on the City of Tampa Civil Service Board.

In our interview Charlie began by recalling the way things were in Tampa in the 1950's. He stated that everyone was real competitive with lowest prices driving the market. He said they all became good competitors and good friends as well. Charlie went on to talk about how the air conditioning business was mostly commercial at first with school coming much later. Most systems were in movie theaters, bars, and retail and drug stores. Systems consisted of chilled water mostly. Charlie recalled the banners outside of Tampa Theater with "20 Degrees Cooler Inside" hanging from the building. They lost some people to heart attacks and then they stopped the display of the signs.

Charlie said that the Tampa Theater job was a Carrier project and had been installed by Otto Kraus and Mr. Carrier himself. He remembered that the system worked so well that they tunneled under the street and put in pipes to serve another theater "The Strand" across the street on Twiggs St. in Tampa. The same central plant served both buildings. After W.W.II Charlie recalled that only 6 contractors were in the Tampa area, and equipment was scarce. There were systems from Shinake, Worthington and York being installed. Charlie handled the York line at W.B. Haggerty when he first came back to Tampa. He recalled that Mr. Pat Patterson was the P.E. for Haggerty and Charlie was an apprentice under Mr. Patterson.

Haggerty also had a cold storage plant that Charlie worked on. The systems were ammonia and he remembered the engineer telling the guys to be very careful to not inhale the ammonia back then. Charlie recalled that they had what is known as "Dole Plates" that would freeze the water and then store it on the plates. Then they would melt each day and they would do it again. They used the dole plates in cold storage trucks mostly.

Charlie talked about how the competition was keen in the early days and he remembered how at first everything was based on doing the job right. Then low quotes became popular and the public had to deal with incompetents and it took time to weed them out.

Charlie suggested to the city that they have a Mechanical Board and code and many of the members helped put one together. With the code they had something to fall back on. The first code was in 1952.

Charlie worked on a project at the Courthouse in St. Petersburg and helped to estimate the job when he was with Durant Brothers. The system had a 200 ton centrifugal chiller with equipment bought from Bob Clark with Canard Co. air handlers. He recalled that they had to move a 2 story building to do that job.

Charlie has always been respected throughout the area as a gentle and kind professional whose service to our industry is most remembered with his association with Southern Equipment Corporation. His company went on to become one of the premier outfits in the Tampa area and his successors continue in this tradition still today.

Charlie comes to several of our meetings each year and we have enjoyed his association with our ASHRAE chapter.

Greetings from Sarasota

Submitted by Tony Moreland, Sarasota Chapter President 2019-2020

Greetings ASHRAE,

The SB Fishing Tournament was a great success this past weekend. Thank you to all who participated. We will be having our November meeting details coming out shortly. FPL will be speaking about Energy Conservation Measures/Rebates available in their servicing territories. It should be a great meeting. Be on the lookout.

ASHRAE Sarasota - Bradenton

Government Advocacy Committee

Submitted by Heather Tank, PE, FWC GAC Co-Chair 2018-2019

As we advance the awareness of ASHRAE to all, we urge everyone to take advantage of the benefits that the ASHRAE society has to offer. There are Certifications available to benefit your credentials. Highlighted in this issue is the ASHRAE OPMP. From ASHRAE.org:

OPMP - Operations & Performance Management Professional Certification



ASHRAE has certified more than 2,500 professionals who have demonstrated their knowledge and expertise in the HVAC&R industry. Gain a competitive edge by earning an ASHRAE certification in operations and performance management. Developed with the participation of APPA and the General Services Administration (GSA), the OPMP certification validates competency to do the following:

- Manage facility operations and maintenance to achieve building performance goals, including those related to indoor environmental quality, health and safety
- Meet Federal Buildings Personnel Training Act (FBPTA) requirements in up to 98 competency area performances, as identified by the General Services Administration (GSA),
- Demonstrate competency in critical building operations and performance management knowledge, skills and abilities,
- Elevate your reputation among peers, in the workplace and among clients

Visit ASHRAE's Society page for additional information and to apply for your OPMP:

<https://www.ashrae.org/education-certification/certification/opmp-operations-and-performance-management-professional-certification>

Membership Promotion

Submitted by Tyler Owens, FWC MP Chair 2019-2020

As a fellow member of the engineering community here in the Florida West Coast area I am reaching out to invite you to learn more about ASHRAE and our local [chapter](#).

We are a successful and growing chapter of [ASHRAE](#), offering the local engineering community an opportunity to network, and take advantage of the many benefits of ASHRAE membership. ASHRAE is the largest international organization focused on shaping the built environment, with over 57,000 members in 132 countries.

We welcome you to attend any of our meetings or [events](#) at your convenience. If you would like to learn more about ASHRAE, our chapter, or membership in general, please let me know. I'd be happy to answer any questions, and look forward to welcoming you at our next chapter event. You may contact me at towens@carrollair.com, or 813-879-5790 x2230

New members receive one year complimentary subscription to the [ASHRAE Handbook Online](#) in addition to a print copy of the annual ASHRAE Handbook, and discounts on all [publications](#).

Continuing Education & Certification: As a member you will receive discounted registration on all ALI seminars and courses, which provide high-quality, authoritative, and credible technical information.

Get Involved Locally: Chapter and Regional events such as Chapter meetings, and Chapter Regional Conference's (CRCs) are a great way to meet others in your area and expand your network.

Participate on Technical or Standards Committees: The knowledge you will gain from volunteering with ASHRAE is priceless. Take a look at the committees and volunteer opportunities available to you, and learn how to participate.

Society Meetings and Conferences: Make time to attend at least one of ASHRAE's meetings or conferences this year, and network with other members from around the world.

ASHRAExChange: If you haven't done so yet, sign up to participate in the newest online discussion forum for questions, answers, and hot topics relating to the HVAC&R industry.

Membership Promotion

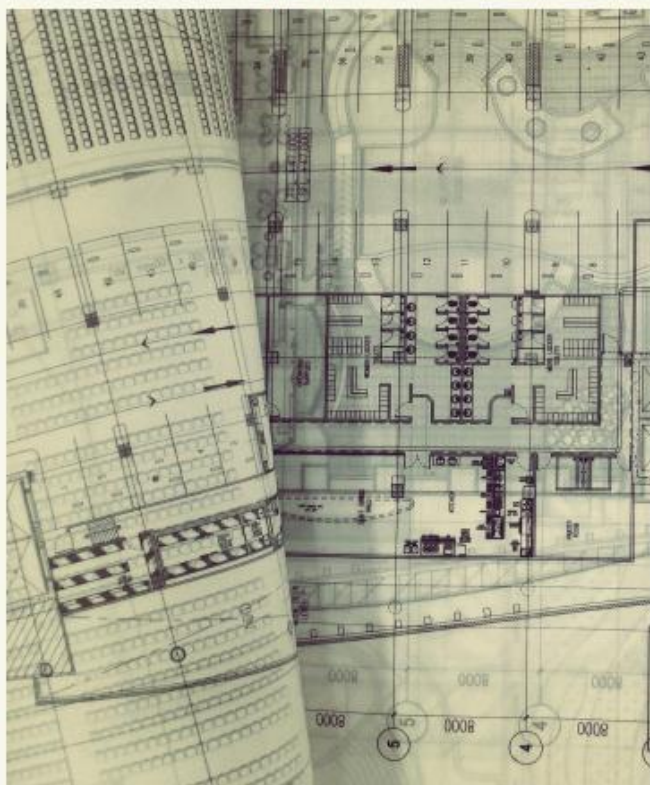
Submitted by Tyler Owens, FWC MP Chair 2019-20



CHAPTER MEMBERSHIP

We are a successful and growing chapter of ASHRAE, offering the local engineering community an opportunity to network, and take advantage of the many benefits of ASHRAE membership.

With your help, ASHRAE is the largest international organization focused on shaping the built environment, with over 57,000 members in 132 countries.



Membership Promotion

Submitted by Tyler Owens, FWC MP Chair 2019-2020

Are You An Associate Who Wants to Advance to Member?

To advance from Associate to Member, you must update your ASHRAE bio online with your industry experience, and notify membership@ashrae.org that you have an updated bio and wish to be considered for grade advancement.

Steps for updating your biography:

1. Log into www.ashrae.org by selecting 'Join or Login' in the upper right corner. Enter your email address and password then select 'Sign In.'
2. Select "My Account" in the upper right corner of the homepage.
3. Select the 'Biographical Information' tab along the top tab options. Add all of your educational history, relevant professional licenses and work history.

Why advance?

1. Prestige: While this should be of value to North American members (who wants to be an "Associate" when they can be a "Member"?), this is important to all of our Region's members. We happen to be one of the fastest growing regions and this helps keep our total membership above water!
2. Chapter recognition through newsletter: Gives recognition to advancing member, allows MP chair to educate chapter members on the benefits of advancement.
3. Chapter recognition at meeting: Same as 2 (above). Especially at designated MP Night chapter meetings.
4. To serve on a technical committee: Technical Committees are responsible for the vitally important ASHRAE Handbooks. Allows MP chair to publicly recognize chapter members who serve on TCs. Also allows MP chair to educate members on different facets of ASHRAE (Grassroots, TCs). And it encourages "TC" members to attend chapter meetings.
5. To serve in a chapter officer role: We believe that ASHRAE membership is vital to our individual careers and the leadership training available for very modest priced annual dues. To achieve the additional training (beyond committee chairs) available at the officer level, full grade membership is prerequisite.
6. To serve in a regional role: See #5 above. Additional leadership training is available at regional and Society levels.
7. To qualify for ASHRAE Fellow and other Society awards: The term "Fellow" is widely recognized in many technical, educational, and research societies and honors exceptional achievement and service. This and other society awards have Member Grade as a prerequisite.
8. You can add Member ASHRAE to your email tag: This simple addition to your email signature increases awareness of ASHRAE, provides free advertising, and adds prestige to the member and their company.
9. Allows our chapter to shine among other chapters: Regional recognition and contests offer chapter recognition and "bragging rights". Chapter presidents and regional officers should encourage this recognition.
10. Society recognition in Insights: All 57,000 plus members receive a copy of Insights.
11. Proves to your employer that you take your career seriously: You add value to your employer through continuing education, networking, and leadership training with an impressive return on investment. You differentiate from colleagues by maintaining membership and take the further step of advancing to full Member status.
12. Proves to your professional community that you take your career seriously: Savvy consumers of your products and services are increasingly using the internet and ratings services to differentiate among possible professional candidates. Advertising full member status proves that you have established a long term relationship with the most important society serving the HVACR industry.

Advancing is a great thing for you and your chapter. I hope you will consider doing that this year. If you are unsure about your eligibility of advancement or any other questions, drop a note to the MP chair at towens@carrollair.com or catch me at a dinner meeting or chapter event. If you have any projects that have obtained bEQ certifications in this chapter's area, please let FWC know for tracking purposes. Please email info to: rossmont@aol.com

Membership Promotion

Submitted by Tyler Owens, FWC MP Chair 2019-2020



We have YOU to thank!

We are thankful for your membership and your referrals continue to be the top reason new members join! In an effort to keep the momentum going, we invite you to Connect-a-Colleague with ASHRAE today.

[Connect-a-Colleague Now](#)

It takes less than one minute, and there is no need to login. Just enter your name & email address, and your colleague's name & email address, and press send. That's it!

As an ASHRAE member, your referral is a very powerful tool that can benefit your colleagues, your Society, and the HVAC&R industry. **THANK YOU** again for doing your part to help the Society grow.

[If your ASHRAE Membership expired or expires soon.](#)
[Click here to Renew Online](#)

— [Get To Know ASHRAE](#) —

For questions about Membership contact **Timothy Theriault** at timothy.theriault@tlc-eng.com



Building EQ

Be an Energy Genius

ASHRAE's Building EQ Portal provides a quick energy analysis that benchmarks a building's energy performance. Building EQ assists in the preparation of an ASHRAE Level 1 Energy Audit to identify means to improve a building's energy performance including low-cost, no-cost energy efficiency measures and an Indoor Environmental Quality survey with recorded measurements to provide additional information to assess a building's performance.

Two different evaluations can be used independently to compare a candidate building to other similar buildings in the same climate zone or together for an assessment of a building's design potential compared to actual operation:

In Operation compares actual building energy use with metered energy information.

As Designed compares energy use based on the building's physical characteristics and systems with standardized energy use simulation.

Building EQ Portal

The new Building EQ Portal is now available for the In Operation evaluation. The As Designed evaluation will be available soon.

- Online data entry and submission process
- Metered energy data exchange from ENERGY STAR™ Portfolio Manager
- Median EUI calculation aligned with ENERGY STAR™
- Building EQ Performance Score visible to all users on the main input screen at all times
- Redesigned label shows Building EQ Performance Score on a barometer/scale. No more letter grades!
- Standard reports can be automatically generated by credentialed users
- Improved submission approval process
- Help and validation information is built into the system

Learn more on how to access the portal, initiate a project, and begin a submission:

<https://www.ashrae.org/technical-resources/building-eq/building-eq-portal>

In Case You Missed It

Submitted by Chris Janke, Chapter Newsletter Editor

For those that missed it, our first meeting of the year was one for the ages. So many members and students alike showed up for this meeting that dining staff had to bring in an extra table to get everyone seated. We then recognized all of our chapter officers from last year, especially Tim Theriault and Tyler Owens for their contributions as MP and GAC chairs. Make sure to congratulate them for making our chapter proud.



A full house featuring ASHRAE-FWC's best and brightest. Photo courtesy of Chris Janke.

Our speaker for the evening was TLC's own Dominic Cacolici, PE speaking on condensation prevention. Anyone who has done any building design in the state of Florida, or anywhere in the southeast region of the US knows that the weather is typically very hot and very humid. As a result relatively high dew-points lead to a quick condensate build-up. You have probably seen the results of this if you've ever noticed rusted diffusers in your local food store, fast-food chain, or really any place where the front doors are swinging open throughout the day.

Dominic covered various costs associated with condensate formation – outdoor piping showing microbial growth throughout the insulation, nuisance water droplets falling on expensive equipment and/or people, and energy loss through damp insulation, just to name a few. Cooler and damp environments play host to various fungi and bacterial growth, and the formation of water throughout an insulation layer significantly reduces its R-value, costing the building owner money via thermal losses.

The prevention of condensate is largely handled by insulating your exposed surface. Cacolici, sitting years of field expertise, ASHRAE handbooks, and many other sources, covered the overall cost of using thicker and higher R-value insulation, sitting diminishing returns as you continued to wrap insulation around your ductwork and piping. He also discussed the use of fiberglass versus open-cell and closed-cell foam, particularly with regards to water permeability and overall thermal efficiency (K values). Another variable to keep in mind are the types of sealants used, as these are going to typically be your “cold spots” due to their typically lower R-value than the insulation.

Make sure you come by for our October meeting where Nelson Long, PE will be giving a presentation on a recent innovative hospital laboratory renovation!

Research Promotion

Submitted by Ben Hair, FWC RP Chair 2019-2020

Since 1919, ASHRAE has supported research to improve the quality of life. ASHRAE Research impacts the industry by improving the way HVAC&R systems work, how they are applied, and allow development of technical information to create standards and guidelines, which serve as the basis for testing and design practices around the world.

The Society funds thousands of projects addressing topics such as sound, duct design, the effect of oil refrigerants, load calculations, thermal conductivity, simplified energy analysis procedures, weather data, refrigerant property data, fire and smoke control, and solar design. The most significant ASHRAE research is in the areas of human comfort and the properties of materials and systems used in buildings and refrigeration systems.

How does ASHRAE Research help my health?

ASHRAE Research is working in the health arena to help:

- Prevent more than 70,000 surgical site infections that occur each year
- Decrease the spread of airborne diseases
- Improving cancer treatment methods

How does ASHRAE Research help me in the workplace?

ASHRAE Research is learning more about how commercial buildings can:

- Conserve energy in hot and humid climates
- Select boilers for efficient heat use
- Allow drifting temperatures to save energy

How does ASHRAE Research help me in my home and my children at their school?

ASHRAE Research is:

- Exploring whether temperature and air quality improve the performance
- Understanding the relationship between occupant health and ventilation rates
- Evaluating how food preservation is influenced by storage conditions

Whether it's improving the work setting in an office building to increase productivity or providing guidelines for emerging technologies, ASHRAE Research helps engineer the world we live, creating better indoor and outdoor environments around the globe.

This would not be possible without the individuals and organizations that have chosen to support ASHRAE's vision with their financial contributions. To continue our progress, we need your support as well. To make a donation to ASHRAE Research, please click the link below:

[Contribute to ASHRAE Research Today](#)

*Please make sure you note "Florida West Coast Chapter" as your "Assigned ASHRAE."

Thank you for your time,
Benjamin Hair ASHRAE FWC RP Chair 2019-2020

Research Promotion (cont'd)

Submitted by Ben Hair, FWC RP Chair 2019-2020

| ASHRAE Research Investors 2019-2020 | | |
|--|----------|--|
| Individual Investors | | Company Investors |
| HR = Honor Roll participants \$100 min | | HR = Honor Roll participants \$250 min |
| Daniel R. Rogers, PE | \$500 | Emerald Engineering \$500 |
| Donald C Herrman | \$100 | |
| Colleen Smith | \$100 | |
| Teddy Hansen, Sr | \$101 | |
| Tom Morgenthau, PE | \$100 | |
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| | \$3,000 | |
| | \$2,000 | |
| | \$1,000 | |
| | \$0 | |
| | \$2,101 | |
| | | Florida West Coast Chapter \$0 |
| <p>Updated 10/8/19</p> <p>Current Campaign Total - \$2,101.00 Campaign Goal - \$23,250</p> <p>9.0% of Goal Money Required for Goal - \$21,149.00</p> | | |

Electronic Communications

Submitted by Courtney Araiza, FWC EC Chair



We NEED you to “like” our Facebook page

Go Here:

<https://www.facebook.com/ashraefloridawestcoast>

Tag yourself in the pictures.

Also, visit our chapter website here:

<http://www.ashrae-fwc.org/>

This Newsletter is sponsored by the following:



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Ross D. Montgomery, CxA, P.E. ASHRAE Fellow
President

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2018-2019 NEWSLETTER AND WEBSITE SPONSORSHIP PRICING PACKAGES

ASHRAE (formerly known as American Society of Heating, Refrigerating and Air Conditioning Engineers) is a building technology society with more than 50,000 members worldwide. The Society and its members focus on building systems, energy efficiency, indoor air quality, refrigeration and sustainability within the industry. Through research, standards writing, publishing and continuing education, ASHRAE shapes tomorrow's built environment today.

ASHRAE was founded in 1894 at a meeting of engineers in New York City and has held an annual meeting since 1895. Until 1954 it was known as the American Society of Heating and Ventilating Engineers (ASHVE); in that year it changed its name to the American Society of Heating and Air-Conditioning Engineers (ASHAE). Its current name and organization came from the 1959 merger of ASHAE and the American Society of Refrigerating Engineers (ASRE). The result, ASHRAE, despite having 'American' in its name, is an influential international organization. Amongst other international activities, it helps organize international events.

The society promotes the design and installation of HVAC systems at the highest levels, through publication of Data Books and Handbooks covering all relevant topics, legislative involvement, establishment and support of a research foundation, and standardization of design qualifications.

The Florida West Coast Chapter of ASHRAE was chartered in February 1956 to promote industry standards and best practices at the local level. The local chapter enjoys a strong meeting participation, and generates operating revenue through chapter activities like the annual golf tournament, sporting clay shoot, and specialized learning opportunities with visiting lecturers. A large portion of the proceeds from these activities goes to establish and maintain various local college scholarships, to promote further interest in the HVAC engineering profession following graduation.

Along with the aforementioned activities, our most valuable resource for generating operating capital remains sponsorships. Via its monthly newsletter and newly updated website, <http://www.ashrae-fwc.org>, the Florida West Coast Chapter of ASHRAE is a resource for its members, and can be an effective tool for promotion of your company, product, or service.

The newsletter is published multiple times per ASHRAE year (September through June of the following year), and is distributed via email ahead of the monthly chapter meetings. In each newsletter, the chapter officers contribute articles that focus on industry happenings, legislative changes, educational opportunities, and more. The current email recipient list is over 1,000 individuals. The chapter website is updated monthly, and includes information on upcoming events, event photographs, posts resumes and career opportunities, and contains useful links to industry resources. The website currently has over 40,000 individual IP computer hits since its launch in September 2013.

2018-2019 NEWSLETTER AND WEBSITE SPONSORSHIP PRICING PACKAGES

Please consider sponsoring the Florida West Coast Chapter of ASHRAE's newsletter and/or website. Your business card will be published multiple times per ASHRAE year in the emailed newsletters, and can be updated at any time with a new copy if desired. Sponsorship on the website includes a business card on the sponsorship page and a link to your company website.

For the 2017-2018 year, the Chapter Board of Directors has decided upon the following rate as detailed below. In appreciation of the support from our sponsors during this difficult economic time, we want advertising in the chapter newsletter and website to remain affordable and accessible.

| 2017-2018 ASHRAE FWC Advertising Rates (All Rates are for the ASHRAE Year - September 2017 through June 2018) | | |
|---|---|---|
| Ad Type and Size: | ASHRAE FWC Members Fee: | Non-Members Fee: |
| 10 Monthly Newsletter Spots (Business Card Size) <i>Reaches over 1,000 people per month!</i> | \$100.00 | \$150.00 |
| 10 Month Website Spots (Business Card and Link Included) <i>Website has over 20,000 hits!</i> | \$250.00 | \$300.00 |
| 10 Monthly Newsletter and 10 Month Website Spots | \$300.00 <i>A savings of \$50.00!</i> | \$400.00 <i>A savings of \$50.00!</i> |

Please indicate your interest in sponsoring us by responding to the email address below and remit your business card in either PDF or JPEG formats to Tom Morgenthau. Please send payment to the address below made out to "ASHRAE Florida West Coast". Sponsorship fees shall be prorated based on the number of newsletter editions and website months remaining upon the purchasing of your sponsorship plan.

Thank you for considering ASHRAE Florida West Coast Chapter's newsletter and website in your marketing strategy!

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