



2010 – 2011 ASHRAE Region X CRC – Chapter Summary Report



San Diego Chapter 085

www.ashraesd.org



ASHRAE

Engineering for the World We Live In

San Diego Current Events #1 – Two Women on the Board

- 1st time in Chapter history
- Rebecca Haehn and Heather Schopplein
- 2nd lady President next year, 1st was in 1995.
- Women activity in ASHRAE increasing





ASHRAE

Engineering for the World We Live In

San Diego Current Events #2 - Facebook

- SD Chapter Facebook page
- Increases our presence online
- Advertising Chapter activities
- Easy to share info and photos
- 41 followers

facebook Search

ASHRAE San Diego

Wall Info Discussions Photos Video Events

Write something...

Attach: Share

Tim Hermann

ASHRAE San Diego Photos
June 8 at 10:05pm

Heather Schopplein Please RSVP to Heather O'Donnell at (858) 391-7014 or heathero@climatec.com by June 7th at Noon

Come celebrate the end of the ASHRAE year and meet the newest Board members aboard the USS Midway. We will get a tour of the ship and dinner will be served on the Sponson deck.

Don't miss a great time at a great venue with...
See More

ASHRAE San Diego June Meeting/Awards Banquet on USS Midway
Tuesday, June 8, 2010 at 5:00pm
USS Midway
June 1 at 11:09am · Comment · Like · Share

Heather Schopplein 2nd Annual YEA Padres Game & Tailgate
Join in on the Fun when the Padres take on the Florida Marlins
July 31, 2010 Game Start: 5:35 PM
Tailgate Start: 2:00 PM
Cost: \$44
...

Information

Category: Common Interest - Science

Description: The San Diego Chapter of American Society of Heating Refrigeration and Air Conditioning Engineers. The American Society of Heating, Refrigerating and Air-Conditioning Engineers advances technology to serve humanity and promote a sustainable world. Membership is open to any person associated with the field.

Privacy Type: Open: All content is public.

Admins

- Heather Schopplein (creator)

Members

6 of 41 members See All

Mark Silke Bill Reagan Tiffany Bates
Rebecca Howard Cindy Hyatt Heather Schopplein



ASHRAE

Engineering for the World We Live In

San Diego Current Events #3 - Newsletter

- New newsletter chair – Jennifer Felsburg
- Distributed monthly via web e-mail – even for July!
- Approx. 490 recipients.
- Keeps members informed & interested.
- Generates revenue by selling ads.



ASHRAE
San Diego
Newsletter



American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.
REGION X
Volume 2, Issue 8

www.ashraesd.org
August 2010

ASHRAE San Diego is taking a Break!
We will start up again in September...For More Information check the website (www.ashraesd.org) and your Email



2010 Region X Chapter Regional Conference (CRC)
August 26 - 28, 2010
Reno, NV

Need a Job? Looking for a New Hire?
Make sure you check out www.ashraesd.org for local job and resume postings!

Letter from the Editor
Jennifer Felsburg
Trans

Would you like to promote your company thru the newsletter?

Get a free month post when you contribute to the newsletter. You can write an article on HVAC related news, share photos from ASHRAE events, or write a recap of a meeting. If you would like to contribute, please email your submission by the 24th of the month. Email any questions/comments to jdfscoll@trans.com.

Or you can advertise as follows:
Business Card 6 Issues; \$80
Business Card 12 Issues; \$140

INSIDE THIS ISSUE

- 1 Letter from the Editor
- 2 Volleyball Tournament
- 3 YEA Padres Event Pictures
- 4 Officers/Committee Members & Golf Sponsors



ASHRAE

Engineering for the World We Live In

San Diego Current Events #4 – RP Holiday Party

- 2008: 102 People and \$9,200 raised.
- 2009: 121 People and \$13,500 raised.
- Rented out the Hard Rock downtown for the night.
- Has become our primary RP fundraiser.





ASHRAE

Engineering for the World We Live In

San Diego Current Events #5 - Programs

- Constant Contact Survey drives content dictated by our members
- Quality and Informative Content; ASHRAE DL – Health care infection control, Std 189.1, Two site tours, Data Center design, VPF, HVAC acoustics
- More popular programs increased attendance
- Use of web based tools such as Facebook, mass email and Paypal has made getting the word out easier than ever.



ashrae|san diego
meeting-info



facebook



ASHRAE

Engineering for the World We Live In

San Diego Chapter Finances

	YTD Reported 2009/10	Reported 2008/09	Reported 2007/08
Est. Annual Gross Revenue	\$100k	\$95k	\$84.5k
Chapter Dues	\$35.00	\$35.00	\$30.00
Members' Cost of Meals	\$30.00	\$30.00	\$30.00
Date of Last Chapter Audit	Anticipated Aug '10	July '09	n/a
Chapter Foundation?	Yes	Yes	Yes



ASHRAE

Engineering for the World We Live In

San Diego Chapter Finances

Highlights:

- Revenues have increased slightly despite Great Recession
- Increased use of PayPal. Intakes about half of income.

Challenges:

- Establishing new bank account every year
- Streamline the transitioning for new Treasurer

Solutions:

- Amend Bylaws



San Diego Chapter

Membership Promotion

	YTD Reported 2009/10	Reported 2008/09	Reported 2007/08
Area Assigned Members	342	379	392
Chapter Dues Paying Members	231	210	307
New Members	23	33	41
Delinquent Members	40	26	41



San Diego Chapter

Membership Promotion

Highlights:

- Membership drive Program in February netted 3 new members.
- Dues paying members are up.
- 30 student members.

Challenges:

- Reducing delinquency
- Retaining members long term
- Some firms stopped paying for ASHRAE membership for employees

Solutions:

- Contacting new members.



San Diego Chapter Student Activities

	YTD Reported 2009/10	Reported 2008/09	Reported 2007/08
Number of New Student Members	16	7	6
Number of Active Student Branches	1 - SDSU	Almost UCSD	Possibly UCSD
Did you hold a student night?	Yes	Yes	Yes



San Diego Chapter

Student Activities

Highlights:

- Addressed SDSU HVAC design class and discussed ASHRAE Fall '09.
- Science fair scholarships for 7th & 8th Grade Students at local schools were very well received. \$200 savings bond per student and \$400 to each school.
- One college level scholarships was awarded at \$2,000 to Levi Lentz at SDSU.

Challenges:

- Developing a relationship with a faculty member at UCSD.
- Engaging students

Solutions:

- Challenge the co chairs and helping them set attainable goals and helping them reach them.



San Diego Chapter

Chapter History

	YTD Reported 2009/10	Reported 2008/07	Reported 2007/08
Chapter Historical Display at CRC ?	No	No	Yes
Chapter History on WebSite ?	No	No	No



San Diego Chapter

Chapter History

Highlights:

- Reclaimed hard copy archives from Bruce Johnson
- Sorted through and have core documents
- New Committee Chair – Terry Erickson

Challenges:

- Scanning documents into an electronic format.
- Posting to website

Solutions:

- New historian to take the ball and run with it.



San Diego Chapter

Chapter Technical Transfer

	YTD Reported 2009/10	Reported 2008/07	Reported 2007/08
Number of Chapter Technology Awards	0	0	0
Number of Refrigeration Presentations	0	1	0



San Diego Chapter Chapter Program Activities

	YTD Reported 2009/10	Reported 2008/09	Reported 2007/08
Number of Chapter Technical Sessions, Technical Seminars, Programs or Tours	10	10	10
Number of Social Events (I.e. Golf, Spouse Events, Etc.)	13	13	6
Average Chapter Monthly Meeting Attendance	60	56	69



San Diego Chapter

Chapter Program Activities

Highlights:

- Most popular programs were Standard 189.1 with Kent Peterson, Data Center Design, HVAC Acoustics, tour of Palomar Energy Center 550 MW plant
- Taco cart at plant tours
- Meeting attendance continues to be strong.
- Programs hit budgeted expense

Challenges:

- Providing valuable programs that our members find interesting and worthy of their time.

Solutions:

- Survey the members and deliver what they want.



San Diego Chapter

Research Promotion Fundraising

	YTD Reported 2009/10	Reported 2008/09	Reported 2007/08
Chapter Goal	\$28,000	\$27,500	\$22,000
Dollars Collected	\$28,602	\$11,250 + \$12,000 Proj.	\$30,000
Dollars / AAM	\$75.46	\$61.35	\$76.50



San Diego Chapter

Research Promotion Fundraising

Highlights:

- Holiday party raised \$13,500.

Challenges:

- Great Recession
- Design firms dropping support for ASHRAE
- Raising funds in a weak economy.

Solutions:

- Providing value for our members
- Heavier promotion of holiday party and golf events.
- Courting new sponsors.



San Diego Chapter

