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901.384.8400

R&P
Jack Griffith
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Membership
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Historian
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Memorials
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YEA
Evan Wester
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Refrigeration
Andrew Oppenheim
901.348.2830

Honors & Awards
TBD
901.

Student Activities
Thomas Powell
901.345.6000

Digital Comm
Matt Maynard
901.624.6960

September 2017 ASHRAE Digital Journal link here:
https://contentsharing.net/actions/email_web_version.cfm?recipient_id=2656020047&message_id=14641833&user_id=ASHRAE&group_id=4605377&jobid=38493946
Presidents Corner

Welcome back for another great ASHRAE season! Hope you had a relaxing break and now ready to start exercising that ASHRAE spirit!

We have a wonderful group of volunteers again this year. Chapter officers slated for the upcoming year are Daniel Longserre as President-Elect, Mariel Meegan as program chair, and Racheal Gorman as Secretary. Chapter Chairs are Jack Griffith for Research Promotion, Tom Bird for Treasurer, Mike Bilderbeck as Government Grassroots Advocacy Council, Jesse Taylor for Membership Promotions, Thomas Powell for Student Activities, Evan Wester for Young Engineer Activities, Jerry Gatlin as the Historian, and Matt Maynard as our Electronic Communications Chair.

If it wasn’t for the dedicated individuals committing their time and resources, we would not be able to have such a successful chapter.

Remember that ASHRAE is a volunteer organization that offers you the opportunity to network. The 2017 ASHRAE theme is Connect. I challenge each member to push the theme simply by reaching out to assist with our chapter goals for the year. A few of our goals include diversify membership beyond engineers, early jump on R&P donations, increase membership, continued focus on STEM, joint meetings, and institute the JR Anderson RP fund.

Stay tuned more info to come on the Golf Tourney, Christmas party, and ASHRAE promotions.

As we start a new season let us all say thanks to everyone who made last year a success as we look forward to the 2017-2018 year!

Sincerely,

Casper Briggs, PE
President
ASHRAE Memphis Chapter
Using ASHRAE’s IAQ Procedure to Reduce Outside Air Intake, Corresponding AC Tonnage & Ongoing Energy Use

Presented by: Lawrence T. Sunshine

An industry thought leader and influencer known for developing and introducing game-changing new products and solutions, Lawrence Sunshine possesses nearly 30 years of experience as an engineer and senior executive in the heating, ventilation, and air conditioning (HVAC) and Indoor Air Quality (IAQ) sectors. As Founder and President of Plasma Air International, he oversees their expansion into the North American IAQ market while advancing the company’s global business development strategy. Of his many notable accomplishments, he developed the PlasmaSoft 2.5 software platform, a web-based program that calculates and compares contaminant levels using both ASHRAE’s Ventilation Rate Method and the Indoor Air Quality Procedure in reducing outside air intake. PlasmaSoft enables developers, architects and contractors to improve IAQ, enhance building energy efficiency, and reduce first costs. Plasma Air was the recipient of the ASHRAE Innovation Award for PlasmaSoft in 2016.

Prior to joining Plasma Air in 2004, Mr. Sunshine was the Vice President of Marketing for Lindab, the world’s largest sheet metal and duct system manufacturer, with subsidiaries around the globe. At Lindab, where he was instrumental in winning national accounts including Gap, Wal-Mart, Walgreen’s and Publix Supermarkets, he began as Regional Sales Manager and later became Director of National Accounts. A member of the executive committee that drove company strategy, he was also Lindab’s representative to the international steering committee for the company’s AutoCAD® driven software application, CADvent®, on which he advised significant enhancements for its introduction to the US market. In addition, he introduced numerous products from Lindab’s European subsidiaries to the US, many of which are still widely used today.

Mr. Sunshine began his career in 1988 as an HVAC Engineer and Project Manager at Joseph R. Loring and Associates, in New York. One of the most widely known consulting engineering firms in the world, in the late 1960s, Loring designed the World Trade Centers, in addition to the iconic Citicorp Center building on Park Avenue, along with numerous other high-profile and award-winning projects. At Loring, Mr. Sunshine was one of the youngest employees ever to become an Associate at the firm, and was managing projects with celebrated architects and top New York commercial landlords at 25 years old. He was also instrumental in introducing AutoCAD to the company and through its implementation, significantly reduced project timelines and costs.

Mr. Sunshine has been awarded a U.S. patent for the Ion Generator Device Support, a design that enables the functionality of bipolar ionization technology utilized throughout Plasma Air products, including the recently redesigned Plasma BAR. Additionally, he has a patent soon to be awarded and several others pending. A much sought-after speaker at industry conferences and events, equally known for his keen insight and passion, Mr. Sunshine is an active member of ASHRAE and a former board member of the Spiral Duct Manufacturers Association (SPIDA).
2017 - 2018 ASHRAE Memphis Calendar:

September 12th Meeting
Using ASHRAE’s IAQ Procedure to Reduce Outside Air Intake, Corresponding AC Tonnage & Ongoing Energy Use by Larry Sunshine in the Fogelman Executive Center

October 10th Meeting
Meeting & Presentation in the Shelby Ballroom

November 14th Meeting
Meeting & Presentation in the Fogelman Executive Center

Holiday Party
Holiday Party in December

January 9th Meeting
Meeting & Presentation in the Tennessee Ballroom

2018 ASHRAE Winter Conference
January 22nd thru 24th

February 13th Meeting
Meeting & Presentation in the Tennessee Ballroom

March 13th Meeting
Meeting & Presentation in the Tennessee Ballroom

April 10th Meeting
Meeting & Presentation in the Tennessee Ballroom

May 8th Meeting
Meeting & Presentation in the Fogelman Executive Center
2018 Winter Conference & AHR Expo in Chicago: January 22nd thru 24th, 2018

ASHRAE Winter Conference & AHR Expo is where passionate people come together to share knowledge, learn new things and meet new people. This conference is a great way to immerse yourself in a growing community of incredibly smart, dedicated people. The 2018 Winter Conference will be at the Palmer House in Chicago, January 22-24, and the AHR Expo is at McCormick Place, January 22-24. The 2018 Expo will host more than 2,000 exhibitors and 65,000 industry professionals. When you register for the ASHRAE Conference, your ASHRAE badge will give you access to the AHR Expo.

More Information Here:
https://www.ashrae.org/membership--conferences/conferences/2018-ashrae-winter-conference
MECHANICAL ENGINEER
Position available for a Mechanical Engineer in our Memphis, TN office. Position requires a minimum of a Bachelor of Science degree and 1-5 years of engineering experience. EI certification is preferred. Candidate shall be familiar with standard design software such as AutoCAD and Revit as well as possess strong technical and design calculation skills. Responsibilities include design, production, construction administration, and marketing.

MECHANICAL TECHNICIAN / DRAFTSMAN
Position available for a Mechanical Technician / Draftsman in our Memphis, TN office. Position requires a minimum of five (5) years relevant experience. Applicant shall have demonstrated experience using Revit; ability to develop duct and piping layouts based upon information furnished by the engineer; basic knowledge and understanding of various HVAC systems currently utilized within buildings; a strong work ethic; and ability to work within a team of professionals.
**Job Title:** Sales Engineer

**Reports To:** Director of Sales & Marketing

**FLSA Status:** Exempt

**Summary:**
The Sales Engineer is responsible for the technical sales of HVAC system related solutions to consulting engineers, mechanical contractors, architects, and building owners. The Sales Engineer will act as a consultant to these customers and will assist with the design, application and development of heating and ventilation systems for their projects. The Sales Engineer should cultivate long-term customer relationships and maximize account penetration and customer retention through consultation by developing solutions for the customer’s projects, including economic and performance-based considerations.

**Responsibilities:**

- Establish and maintain long-term customer relationships/partnerships with assigned accounts.
- Promote Gorham/Schaffler’s value proposition to construction community by providing economic and technical solutions.
- Apply creativity, innovation and resourcefulness in a value-added sales approach rooted in solid business ethics.
- Work with specifying engineers, building owners and design-build contractors to specify the products represented.
- Create new business through organized prospecting and increase Gorham/Schaffler’s share of business from assigned accounts.
- Conduct sales, design, and application presentations to key decision makers.
- Actively listen, probe and identify concerns of key stakeholders within decision-making process.
- Address operational & environmental objectives, needs and requirements of company’s customer base.
- Recommend solutions and link value of owner experience to customer objectives.
- Demonstrate technical and business expertise and maintain a high level of credibility.
- Provide and/or coordinate technical and product training to customers.
- Create competitive, high quality and timely estimates, proposals, and cost/benefit analysis.
- Effectively write and present technical sales proposals.
- Manage high sales activity throughout sales process and maintain robust pipeline.
- Participate in final project inspection. Ensures that the customer is trained and oriented to system operation and the value of services delivered.
- Ensure customer satisfaction by investigating concerns, implementing corrective action and communicating with customers and staff as needed.
• Continually enhance sales skills and product knowledge in order to promote a professional image.
• Develop and maintain a network of engineering and construction industry contacts.
• Participate in local and regional trade organizations and trade shows.
• Other duties as assigned/needed.

Qualifications

• Minimum 2 years of HVAC, Refrigeration, Building Automation Experience, or proven technical sales
• Undergraduate degree in Mechanical Engineering or a similar technical discipline preferred, but not required
• Solid understanding of HVAC principles preferred, but not required
• Strong presentation skills
• Strong aptitude for mechanical systems.
• Exceptional initiative and interpersonal communications skills
• Demonstrated ability to influence the market at key levels
• Proficient with a PC and Microsoft Office applications

Working Conditions and Physical Requirements:

• Normal office environment
• Moderate lifting may be required to move equipment, files and supplies
• Limited Travel
• Flexibility to work overtime/weekends, as required
• Occasional work in outside weather conditions

Gorham/Schaffler Inc. is a diverse and inclusive environment. We are an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to sex, race, color, religion, national origin, age, marital status, political affiliation or sexual orientation, disability or United States qualified protected veterans.