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February, 2004

**LUNCH MEETING 11:30 TUESDAY,
FEBRUARY 10, 2004, THOMAS
CENTER EAST LOUNGE
(building 16 -see map attached)**

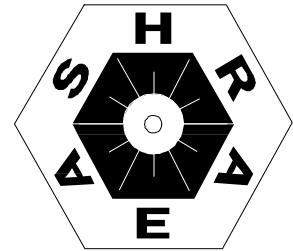
**THIS MONTH'S SPEAKER:
MARALYNNE FLEHNER, ESQ.**

**TOPIC: NEGOTIATING SKILLS - how they can be applied
to dealings with clients, customers and code officials**

Maralynne Flehner is a litigating attorney with more than 20 years experience representing corporate and individual clients in state and federal courts and arbitration proceedings. After graduating from law school first in her class, Ms. Flehner served as senior law clerk to a federal district court judge, as a member of the litigation department of a large Wall Street law firm, and as the principal of her own firm. She has also chaired numerous arbitration proceedings.

Now retired from the practice of law, Mr. Flehner has written many articles for HVAC industry publications, including the ASHRAE Journal, and is an active member of ASHRAE at the Society level. She chairs Technical Committee 1.7 – Business, Management and General Legal Education, is a voting member of the Board Policy Committee for Standards, and is an ASHRAE Distinguished Lecturer.

Ms. Flehner received a Bachelor of Arts degree in English, with high honors, from the University of Massachusetts, and a Juris Doctor degree, with high honors, from St. John's University School of Law in New York, where she was the recipient of many awards. Ms. Flehner is licensed to practice law in the state and federal courts of New York and Pennsylvania and in the United States Supreme Court.



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THE PRESIDENT'S CORNER

To: ASHRAE Members

I hope everyone who went to the ASHRAE Winter Meeting in Anaheim, California learned a lot and had safe travels. We will have a unique experience in June with the ASHRAE Summer Meeting being so close in Nashville. For those of us who have a hard time getting away, this gives us a great chance to take in as little or as much as we want with limited affect on our schedule and pocketbook. Therefore, put June 26-30th on your schedule and there will be more information to follow.

As you may or may not know, our distinguished President Elect, Jeff Gatlin, is the Chairman and ASHRAE representative to the Memphis Joint Engineers Council. One of the activities he is heavily involved in Engineers Week, which is the last week of February. Two of the major activities for this event are the Kick-Off Luncheon where Dr. Shirley Raines, President of the University of Memphis, will be the speaker and the Engineers Week Banquet where Shelby County Mayor, A.C. Wharton Jr. will be the speaker. Please contact Jeff for information about tickets.

Also, the Chapter Nominating Committee is working on putting together a slate for next fiscal years' Officers and Board of Governors. For those wanting to be more involved with ASHRAE at the local level, this is your chance to raise your hand. The Chapter Nominating Committee consists of Charlie Schaffler, Bill Cain, Bob Colmer, Jerry Gatlin and David George.

Finally, I want to send my sincere apologies for promoting February's speaker in January's newsletter. I assure you this month our Distinguished Lecturer, Maralynne Flehner, will be giving an energetic and informative presentation. All of us that attended the CRC in Louisville had a chance to experience her first hand. I look forward to seeing all of you there Tuesday!

Chris Claude
President 2003-2004

FUTURE PROGRAMS

March 9, 2004

- **11:30 a.m. – 1:00 p.m. Chapter Meeting –** "International Building Code 2000 – What is means to HVAC design" The state of Tennessee has adopted IBC200 and counties are expected to adopt within 1 year – Kinetics Noise Control – 1 PDH
- Location: Christian Brothers University, Buckman Hall Montesi

Apr 13, 2004 ASHRAE Memphis' 60th Anniversary

- **11:30 a.m. – 1:00 p.m. Chapter Meeting –** "Controls for the Future – Integration/Protocol/Web-access" – Johnson Controls – 1 PDH
- Location: Christian Brothers University, Thomas Center East Lounge**
- ** Note: Location of this meeting has changed from the Buckman Hall Montesi to Thomas Center East Lounge

May 11, 2004

- **11:30 a.m. – 1:00 p.m. Chapter Meeting – 1 PDH**
- Location: Christian Brothers University, Buckman Hall Montesi

TEGA UPDATES

TAC and the ASHRAE Program Committee have launched a joint effort to copy all electronic files used in the presentation of seminars and put them on the ASHRAE website. This process will occur for the first time in Anaheim. Any presentation made that you might want to review can now be done over the Internet.

MEMBER NOTICES

The February meeting will be Student Membership Day with free lunch accommodations for all students. Please help grow our chapter by inviting all students that present interest into this society.



HISTORIAN

OGCB, Inc. Consulting Engineer

Griff Burr, Sr. came to Memphis from Detroit in 1947 – from being assistant chief mechanical engineer of a large A/E firm, Giffels and Valet, to being half of a two-man engineering department in the Hanker & Heyer Architectural Firm. Within a year he founded Office of Griffith C. Burr, setting up such a small office in the Dermon Building that he had to get up from his drafting bench for his first employee to maneuver through to his drafting table.

Buddy, as his wife Kay called him, was an enthusiastic entrepreneur of an engineer. Always upbeat and dressed with bow tie, he was active in engineering and community organizations while running retrievers and hosting backyard BBQ's entertaining friends and associates.

In the late 1940s Mr. Burr's engineering firm designed cooling systems for the relocated Second Presbyterian Church and for the old Chisca Hotel downtown on South Main – two of the early large structures in Memphis to boast central air conditioning. Today, as people take air conditioning for granted, it's hard to believe that a little over 50 years ago in Memphis, it was not a necessity, but a luxury. Air conditioning systems being installed at that time were generally only in smaller buildings and were designed by the vendors of air conditioning equipment. But there was a growing need for independent consulting engineers to design the systems for large buildings. This afforded building owners competitive bidding as well as design tailored to owners' needs. The Burr firm soon expanded its business to include all aspects of mechanical and electrical engineering, a focus it maintains today.

Since 1948 the firm has provided mechanical and electrical engineering services for more than 2,500 projects and has worked for clients, both across the country and abroad, as well as in the Mid-South.

Initially, schools and churches were a very significant part of the firm's practice. In the 1950's the State of Mississippi had a large building program to build consolidated secondary schools. A branch office in Corinth was established then to facilitate the firm's effort on design of more than 30 schools, mostly in north Mississippi

As the rural school building program slowed in 1962, college construction picked up pace. Memphis State University (now The University of Memphis) became a significant client. During this period Griffith Burr, Sr. served and chaired the City of Memphis Board of Adjustment. Also in 1967, the firm

HISTORIAN CONT.

incorporated under the name Office of Griffith C. Burr, Inc. Griffith Burr, Jr. became president and Mr. Burr, Sr. became chairman of the board.

In the early 1970's the Burr firm did two high-rise buildings of note which were designed by respected Memphis architects. These were the Massachusetts Eye and Ear Infirmary by Walk Jones/Francis Mah and Commerce Square by Roy Harrover. Several University of Memphis buildings as well as the conversion of the old central steam plant to a modern campus heating and cooling plant were Burr projects; as was a campus central plant for U.T. Memphis. Interest in energy efficiency, campus central plant design, and high-rise design led to national service by Griffith Burr, Jr. He chaired ACEC's energy committee and was elected to Fellow member status by ASHRAE.

The 1980's was a decade of varied and interesting projects. Campus central heating and cooling plants were designed for colleges in Florida. FedEx call centers, Holiday Inns, and Hampton Inns were done around the United States. Griffith Burr, Jr. continued local public service as chairman of the Memphis Building Code Appeals Board.

The new Memphis Shelby County Main Library, AutoZone Headquarters, and Sam's Town (the first large casino at Tunica, MS) were 1990's projects. Also, new buildings for Rhodes College and The University of the South (Sewanee) were projects in this period as well as a campus central cooling plant for Sewanee.

Griff Burr, Sr.'s dream was that his four sons become engineers and join him in his business. Summer vacations frequently found some or all of the boys drafting, filing, or performing other jobs in the "office." All four of Griff Burr's sons ended up in engineering, design, architecture, and planning – not so far from his dream. Griff Burr Jr. took over the firm's management in 1960. Harry Burr worked in the firm as an electrical and lighting designer. Bruce Burr is a structural/civil engineer for Burr & Cole Consulting Engineers, Inc., and Gene Burr is both an architect and a city planner.

Now the firm is under the management of Richard C. Bursi, President and CEO. Mr. Bursi also serves as president of the Consulting Engineers of Memphis, and is a funded member of the AIA MasterSpec mechanical/electrical review committee. Griffith C. Burr, Jr., Chairman, who was president and CEO for over 40 years is in semi-retirement. The firm is known as OGCB, Inc.



MEETING TOPIC DESCRIPTION

NEGOTIATING SKILLS

The ability to negotiate is one of the most important skills ASHRAE members can develop because negotiating is how people get what they want. When you talk to a prospective client about a fee, or to a customer about a price, or to your boss about a raise, or to a code official about a project, you're negotiating. When you talk to your spouse about how to spend money, or to your kids about the size of their allowance, or to your friends about where to eat, you're negotiating. The fact is ASHRAE members negotiate every day of their lives with clients, customers, employers, employees, colleagues, suppliers, subcontractors, family members and friends.

This program focuses on basic negotiating skills and how they can be applied to dealings with clients, customers and code officials. The program begins by discussing how to prepare for a negotiation, including such steps as selecting the right negotiating technique, setting goals and planning strategy. It then addresses such issues as techniques for building trust and rapport; the importance of asking questions; and how to avoid answering questions you'd prefer to avoid. Next to be discussed are three critically important negotiating skills: when to lie; how to read an opponent's body language and speech patterns; and how to project confidence. The program then covers bargaining strategies; how to counter an opponent's positions; when to make concessions; and how to close a deal. The latter portion of the program applies these fundamental principles to specific situations, including contract negotiations for an HVAC project, discussions with code officials, and negotiations to resolve disputes with clients and customers.

This practical and entertaining program will appeal to all ASHRAE members and to their guests and spouses.

MEETING NOTICES

Engineers' Week Kick-Off Luncheon: Monday, 22 February 2004, at Noon. Airport Radisson Hotel in Memphis. \$20 each or a table of 10 for \$180. This is jointly hosted by the MJEC and the Engineers Club of Memphis. Dr. Shirley Raines, President of the University of Memphis, will be the speaker. The MJEC Award of Excellence winner will be announced and recognized. The Featured Engineers of the MJEC member-societies will be announced and recognized as well. A joint proclamation of the two mayors will be read announcing Engineers Week in Memphis and Shelby County.

Engineers Week Banquet: Thursday, 26 February. Social (live music, silent auction, cash bar, etc.) at 5:30 p.m. followed by dinner at 7:00 pm. Holiday Inn Ballroom at the University of Memphis. \$30 each. Hosted by the Memphis Chapter of the Tennessee Society of Professional Engineers. Shelby County Mayor A.C. Wharton, Jr. will be the speaker. Winners of the MJEC Student Contest will be recognized and their winning entries will be on display.

Please contact Jeff Gatlin if there are any questions.