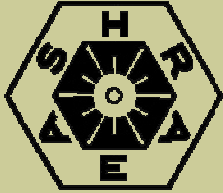


# ASHRAE Newsletter La Crosse Chapter

www.ashraelacrosse.org

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## Inside this issue:

**US Climate Bill 2**  
**Faces Tough**  
**Road Ahead**

**Gundersen 2**  
**Lutheran / City**  
**Brewery**  
**Renewable**  
**Energy Project**  
**is Up and**  
**Running**

## Upcoming Events

**Nov. 18, 2009**

- What is Condensing Boiler Technology?  
by Ted Schmelling

October 2009

## Wednesday October 21st, 2009 Meeting and Program

### The Ethics and the Economics of Energy Conservation by William J. Coad, P.E., ASHRAE Distinguished Lecturer

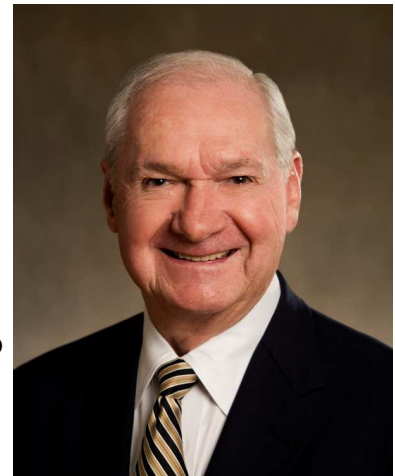
This talk explores the economics of energy conservation and the failure of economic alternatives in the search for more energy conservative buildings and machines. Then, based upon this observation an alternative perspective leads to the conclusion that energy conservation is an ethic, and if this ethic is embraced by those who practice in the energy sciences, the inevitable result will be improved system performance, energy conservation and improved economics.

William J. Coad, President of Coad Engineering Enterprises is a consulting principal and past Chairman and CEO of McClure Engineering Associates, and past President of ASHRAE. He received his degree in Mechanical Engineering from Washington University in 1957, and is a registered professional engineer in 37 states. He is a member of the Board of Directors of Mestek Corporation of Pittsburgh, Pennsylvania, Exergen Corporation of Watertown, Massachusetts and HBS Acquisition Corporation of Delaware.

Mr. Coad is a member of the Consulting Engineer's Council, the American Society of Mechanical Engineers (ASME) and a Fellow in the American Society of Heating, Refrigerating, and Air Conditioning Engineers (ASHRAE). He is a recipient of ASHRAE's Distinguished and Outstanding Service Awards, the Crosby Field Award for the best paper published by ASHRAE in 1985, the Louise & Bill Holladay Distinguished Fellow Award, the award for Best Journal Article of 1991, the Andrew T. Boggs Service Award and ASHRAE's highest award for technical achievement, the F. Paul Anderson Award. He is a recipient of the Washington University Alumni Achievement Award, and the Donald Julius Groen Prize of the British Institute of Mechanical Engineers.

He has published 2 books and numerous articles and papers in United States and Foreign Journals on topics related to various aspects of Engineering Philosophy and Building Environmental Systems.

*Spouses and guests are welcome.*



Location: Freighthouse  
107 Vine Street  
LaCrosse WI 54601

Date: Wednesday October 21st, 2009

Agenda: 5:00-6:00 Social  
6:00-7:00 Dinner & business meeting  
7:00-8:30 Program

Cost: \$25.00 / person + cash bar.  
Dinner choices: Prime Rib, Sirloin,  
Salmon, Chicken, or Veggie Plate.  
All dinners include a salad.

RSVP: Please sign up by 1:00 p.m.,  
October 16th, 2009 at  
[www.ashraelacrosse.org](http://www.ashraelacrosse.org)

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**Newsletter**

Jim Spielbauer

**Research Promotion**

Rick Heiden

**Student Activities**

Scott Hintz

## Gundersen Lutheran Renewable Energy Project at City Brewery is Officially Up and Running

City Brewery in La Crosse is producing more than beverages today thanks to a unique partnership with Gundersen Lutheran. Gundersen Lutheran and City Brewery flipped the switch on a combined heat and power project that has been months in the making. As part of the innovative endeavor, Gundersen Lutheran installed an engine at City Brewery that sends energy to the power grid. The engine uses methane gas discharged from City Brewery's waste treatment process and turns it into electricity. The organizations unveiled the engine to the public at a ceremony at City Brewery on Oct. 7.

<http://www.gundluth.org/news/?id=3300&sid=1&nid=288>

## US Climate Bill Faces Tough Road Ahead

The Kyoto treaty will come to a closure by 2012. The December Copenhagen treaty is a new treaty intended to slow down global warming starting a new chapter in a global level of collaboration in combating climate change. In short, there is a chance that the new bill will increase the short-term emission reductions target from 17% to 20% below 2005 levels by 2020.

The energy bill that passed in the US House of Representatives in June, is intended to be the starting point for a laborious Senate debate, and will need to overcome significant obstacles before it has a chance to pass. There is a chance that the bill will not pass this year before Copenhagen, due to delays in the healthcare reform debate. It seems that President Obama was correct in that, "As we head towards Copenhagen, there should be no illusions that the hardest part of our journey is in front of us."

[http://www.theclimategroup.org/news\\_and\\_events/comment\\_us\\_climate\\_bill/](http://www.theclimategroup.org/news_and_events/comment_us_climate_bill/)

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