



ASHRAE

American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.

La Crosse Area Chapter
www.ashraelacrosse.org

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April 2, 2002

William A. Murray P.E. Ret.
Fellow ASHRAE
Region VI Historian

Subject: Gold Ribbon Award

Dear Mr. Murray:

I am enclosing the La Crosse Area Chapter, 20th entry for the Gold Ribbon Award. The La Crosse Area Chapter, 115, is pleased to submit the history of a person and the updated history of the chapter. The person is James M. Ritter, P.E., a retired major accounts engineer with Northern States Power Company.. He has contributed much time to the perpetuation of the La Crosse Area Chapter.

Thank you.

James M. Ritter, P.E.
Chapter Historian
La Crosse Area Chapter

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HISTORY OF A PERSON

JAMES M. RITTER P.E.

He was born on January 21, 1931 in La Crosse, Wisconsin. He spent eight years in elementary school at St. John's, four years in high school at La Crosse Aquinas and was inducted in the U.S. Army Signal Corps on October 27, 1951. After completing basic training at Camp Gordon, Georgia, he was assigned to Radio Repair School. In 1952 he was assigned to Radar Repair School at Fort Monmouth, New Jersey. After completing the Radar Repair Course, he was assigned to a special radar set that was designated as a counter-mortar radar set. He was assigned to Korea in February, 1953 and returned to the United States in September, 1953 and was honorably discharged in 1953.

He enrolled at the UW-La Crosse in 1954 in the pre-engineering course and in 1955 transferred to the UW-Madison to complete his B.S. degree in Electrical Engineering graduating on June 16, 1958.

He started his career as a junior distribution engineer with Northern States Power Company in Eau Claire, Wisconsin. In January, 1964 he was promoted to the position of sales engineer and transferred to La Crosse, Wisconsin. As Sales Engineer he became involved in design, installation and study of energy applications for all of the major customers in the La Crosse Division. He became a registered professional engineer in May of 1961. He was elected as a member of the La Crosse Area Chapter of the American Society of heating, Refrigerating and Air Conditioning engineers on May 31, 1971. He was elected President-elect for 1972-73 and President for 1973-74 of the La Crosse Area Chapter.

He was selected as the Chapter Historian for 1983-84 and has held that position ever since. He was the Region IV Historian for 1989-90, 1990-91, and 1991-92. He has earned 18 Gold Ribbons for history.

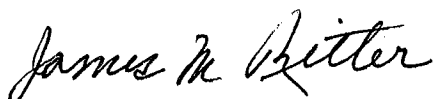
He has been active in the Wisconsin Society of Professional Engineers (WSPE) since 1960. He served as President of the Western Chapter of WSPE in 1972-73. He has been on the Board of Directors for WSPE serving as Treasurer for 1985-86 and 1986-87. He was then elected Vice-President of WSPE for 1987-88, 1988-89 and 1989-90. He was named Engineer of the year in Industry for 1981.

He has been a member of the Illuminating Engineering Society (IES), IEEE and has been President of the La Crosse Lions Club for six terms.

He retired from Northern States Power Company on January 31, 1988 after 30 years of service. He stays active in the engineering community as well as other service clubs.

As an Electric Utility Engineer, he has applied numerous ASHRAE principals of energy use, waste, conservation, alternate sources, environmental applications and controls during his career.

Respectfully Submitted,



James M. Ritter P.E.
Chapter Historian



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LA CROSSE AREA CHAPTER

C/o Trane
3600 Pammel Creek Road
La Crosse, WI 54601-7599

April 2, 2002

**ASHRAE
HISTORY**

LA CROSSE AREA CHAPTER

The La Crosse Area Chapter of ASHRAE is celebrating its 31st anniversary in 2002. The capsule of time that has passed since the Chapter charter was approved on August 22, 1971 has been a very challenging and intriguing length of time. The field of energy has seen many dramatic and dynamic changes since the pre-energy crisis era up to the present day. The entire concept of energy has been thoroughly studied in the disciplines of energy use, waste, conservation, alternate sources, environmental applications and control so that it has become a premier parameter for ASHRAE.

The La Crosse Area Chapter of ASHRAE was profoundly involved in the development and application of numerous systems and equipment to utilize energy in the most economical and environmentally acceptable practices.

Since our first entry for "History of the Chapter" in 1983 and again in 1987, 1991, 1994 and 1998, the La Crosse Area Chapter has achieved many honors.

One of the earlier projects that the La Crosse Area Chapter sponsored was **SMILE**, which decodes to **S**tudent **M**embers **I**nteracting with **L**eading **E**ngineers. Students enrolled at the Western Wisconsin Technical College worked on laboratory projects all year and at the May meeting, awards were presented to the projects that earned the judges' decisions. These students were only those enrolled in their final year at the college.

A similar project known as **FYRST** (**F**irst **Y**ear **R**evue of **S**tudent **T**echnicians), was sponsored and these projects were not as technical as **SMILE**, but helped first year students develop incentives to make better decisions on their careers.

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One of our members, Neil R. Patterson, PE, was named a "Fellow of the Society" in 1984. He is continually active in ASHRAE on the national level and was President of ASHRAE in 1993-94.

Other members named "Fellow of the Society" are William J. Landman, PE, 1988, Clarence L. Ringquist and Floyd C. Hayes in 1992.

Several of our Chapter members are active on the regional and national level as indicated on the enclosed rosters.

James M. Ritter, PE was Regional VI Historian in 1989-90, 1990-91 and 1991-92.

Reuben N. Trane was inducted into the ASHRAE Hall of Fame in 1997 at the ASHRAE Annual Meeting in Boston. This award honors deceased members who have made milestone contributions to the growth of ASHRAE-related technologies. An article on Reuben Trane's accomplishments was published in the June, 1997 edition of ASHRAE insights.

The La Crosse Area Chapter received the Silver Gavel Award, presented to the chapter that rates best overall out of the 12 chapters in our region. It recognizes the overall achievements and operations of the chapter for 1997.

Finally, the La Crosse Area Chapter of ASHRAE has won the PAOE (Presidential Award of Excellence) every year since the Chapter was approved. It has also won 19 Gold Ribbon for History Awards.

We look forward to the remainder of the new millennium as we co-exist with the virtual reality of the awesome electronic and automatic interfaces and we will continue to innovate methods of taming the energy frontier.

Also enclosed is a report of the Chapter events that occurred in 1997-98, 1998-99, 1999-2000 and 2000-2001.

Respectfully submitted,



James M. Ritter, PE
Chapter Historian
La Crosse Area Chapter



ASHRAE

American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.

La Crosse Area Chapter
1997-1998

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To: Mr. Kieth O'Higgins, P.E.
ASHRAE Director and Regional Chair VI
Metro Des, Inc.
1820 Roselle Road, Suite 101
Shaumburg, IL 60195

May 4, 1998

Subj: 97-98 CRC Report, LaCrosse ASHRAE Chapter

On behalf of the LaCrosse ASHRAE Chapter, it is my pleasure to provide this summary report for the 97-98 year.

Three years ago, under the leadership of Bruce Anderson, we changed from an evening meeting format to a noon meeting format. This resulted in dramatic increases in meeting attendance and chapter participation. With a basic structure that has proven to work, the theme for this year was to "Focus on the Basics". The "basics" we emphasized were:

1. Get people involved in chapter operations, and
2. Bring the membership strong programs that provide opportunities for growth and networking.

The primary measure of a chapters the health and vibrancy is participation. This is easily measured in terms of Chapter meeting attendance and BOG meeting attendance / participation. I am happy to report the we had another strong year in terms of Chapter meeting attendance. We had an average Chapter meeting attendance of 37, this is almost 40% (37/93) of our membership! Average Chapter meeting attendance would have even been higher if we would not have scheduled our January meeting the same week as the Society Winter meetings.

We had a very effective group of Officers, Committee Chairs and Committee members this year. There were 20 people involved in various capacities - this broad involvement was one of our keys to a successful year. We started having BOG meetings over the summer, even though our first chapter meeting was not until

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September. This helped us develop a sound plan for the year and was another key to our successful year. Attendance at BOG meetings was excellent! The meetings were held the day before the chapter meeting from 7 - 8:30 am. Pre-published meeting agenda's kept the BOG meetings on target and helped make them more effective.

Major Accomplishments:

- Average Chapter meeting attendance was 37, this is 40% of our membership (37/93).
- We had broad involvement in the BOG - 20 people were involved in various capacities.
- We improved the timeliness of our monthly Newsletters. We were much better at getting them out a week before the Chapter meeting. We kept the newsletter to 1 or 1.5 pages, this makes it and "easy read".
- We started a chapter Homepage. The address is: www.sleepinggiantstudios.com/ASHRAE. The content of the Homepage is limited right now. Our plan is to have the newsletter editor maintain the home page. We have a contract with the Homepage developer to help with maintenance for one year.
- We held our 2nd annual golf outing on 8/20/98 - 35 people participated. This was an excellent way to start the year.
- We hosted the Coulee Region Engineering Societies Christmas meeting. This was a joint event with ASME, IEEE, SME and WSPE. We had 46 people attend - attendance was up from last year.
- We obtained a Mayoral Proclamation for National Engineers week. This was publicized in the LaCrosse Tribune.
- We awarded 2 scholarships to Technical College Students in the amount of \$400 each. We also participated in the Coulee Region Engineering Scholarship - one award of \$500 was made.
- We have had a strong year in Research Promotion. The chapter makes 4 memorial contributions for a total of \$500. Additionally most of our speakers contribute the \$50 honorarium back to ASHRAE research. Trane Company reduced the portion of it's corporate contribution it gives thru the LaCrosse Chapter by \$1000 (\$1000 of the corporate contribution went thru the Bluegrass chapter). We still anticipate being at budget by year end!

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- Our Chapter Historian, Mr. Jim Ritter, continues to do an outstanding job of documenting the chapters history.
- Mr. Bill Landman will receive the Distinguished Service Award at the Annual Meeting in Toronto this year.

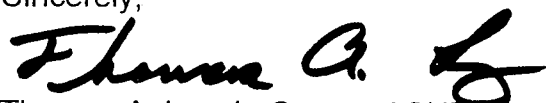
Opportunities For Next Year:

- We need to re-focus our Student activities. We have seen less interest from Guidance Counselors in having ASHRAE members do High School Visitations. The other Engineer Societies in the Coulee Region have also experienced this. I suspect this is due the advent of the "School-to-Work EXPO". We need to do a better job of using the "School-to-Work EXPO" to explain careers in Engineering to High School students. Our past participation in the EXPO has only been mildly effective (small participation). We should also look at reviving the Job Shadowing program from 2 years ago.
- Our key Student Advisor from WWTC, Mr. Dave Hoffman, is retiring. We need to insure there is a replacement Advisor or else the student chapter may flounder.
- We need to recruit more young members to get involved in the BOG and committee chairs positions.
- Our Chapter and the other Engineering Societies in the Coulee Region have not been very effective at promoting National Engineers Week. One suggestion worth considering would be to hold the Joint Societies meeting during National Engineers Week in February instead of during the Christmas holiday season. This meeting could also be used a forum to present the Coulee Region Engineering Scholarship.
- We should try to hold at least one Technical Session next year.

Summary

Overall I feel the LaCrosse Chapter had another excellent year. We had excellent meetings, attendance and participation. To keep the momentum we need to continue to "Focus on the Basics".

Sincerely,



Thomas A. Ley, LaCrosse ASHRAE Chapter President

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American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.

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1998-1999

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Date: 4/23/99

To: Mr. Richard J. Harju
ASHRAE Director and Regional Chair VI
2632 Lake Court Drive
St. Paul, MN 55112-4136

Subject: 1998-1999 La Crosse Area Chapter President's Report

On behalf of the La Crosse Area Chapter of ASHRAE I am pleased to present the President's Report for the 1998-1999 year.

The chapter officers and committee chairs met throughout the summer to plan for the year. While we don't have any regular meetings until September, we did have our 3rd annual golf outing in August. The summer meetings help us plan for the golf outing and also get our committees on track for the upcoming year.

I believe the chapter had another successful year. While our chapter is relatively small with 137 area assigned members and around 95 to 100 local dues paying members we have had good participation in chapter activities. This year we had 19 people involved in our chapter as officer's and committee members.

One of our strongest committees was our program's committee, which had 5 members. This involvement showed as we had our programs set by October and had an average meeting attendance so far this year of 47 people. That number is up 10 from last year and is about 50% of our local dues paying members. Ever since we switched to our noon meeting times our program attendance has been increasing. Many of these people were guests, which will hopefully become new members in the future.

Our membership committee also did a good job this year. We once again should have our delinquency list cleared up by year-end, and we also sent out letters to over ten people who may be

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in line for advancements in their memberships. One person on our committee made the guests at our meetings feel welcome by being sure to introduce them to the floor. We need to keep working hard on following up with our guests at our meetings by making them feel welcome and getting them the necessary information to become an ASHRAE member.

Our Research/Promotion committee is nearing their contribution goal for this year. We have been fortunate in this area in the past to get several large contributions from companies in our area. We also had a Phon-athon in the February to March area. This is a good way to distribute some of the workload and proved beneficial for us.

Other Highlights/Accomplishments:

- We were able to secure space on a local Website for our chapter Webpage. We also have found a chapter member to update it for us.
- Newsletter has been getting out in a timely manner. We've also started selling ads on our newsletters.
- We awarded two \$400 scholarships to the local technical colleges in our area. We also participated in two \$500 scholarships to two local high school students pursuing a career in engineering.
- We helped coordinate a bus trip to the ARI/ASHRAE show in Chicago in January. Close to 50 people participated.
- We made 4 memorial contributions towards Research/Promotion again this year.
- Our chapter Historian has entered the 17th entry for the Gold Ribbon and Log Book of TIME Award.

Along with the above accomplishments I believe two other committees, although getting off to a slow start, are making progress in their work. The S.A. committee worked throughout the year with local high schools to get more information out about careers in the HVAC field. There were several presentations done to local schools and we also worked a booth at the Career Day. We have been in contact with local high school technical education instructors and I think we will do well next year in this area. There is also a new student advisor that replaced the retired advisor at one of our student chapters. We have our Refrigeration and S.A. committee chairs

returning in the same position next year and this should help us build on the work done this year.

One area we have had trouble in the past few years is TEGA. While we have several of our members giving presentations in this area we haven't been able to find anyone to chair this committee and put together a TEGA project for an award. This is the only committee chair that we are looking to fill for next year yet. Hopefully someone will step up and take over this area.

In closing I feel we have had another successful year, and I believe we are on track to have a better year next year. We have nominations for nearly all of our positions for next year, which is ahead of normal, and we also are getting some new people involved on our committees. With hard work and dedication I believe the La Crosse Chapter will move into the next millenium heading in the right direction.

Sincerely,



Mark Halderson
La Crosse ASHRAE Chapter President



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Date: May 4, 2000

To: Mr. Richard J. Harju
ASHRAE Director and Regional Chair, Region VI
2632 Lake Court Drive
St. Paul, MN 55112-4136

Subject: 1999-2000 La Crosse Area Chapter President's Report

On behalf of the La Crosse Area Chapter of ASHRAE I am pleased to present the President's Report for the 1999-2000 year.

The chapter had another successful year. While our chapter is relatively small with less than 150 area-assigned members and now over 100 local dues paying members, we have had good participation in chapter activities. This year we had over a dozen people involved in our chapter as officers, B.O.G. members, and committee members.

Several effective techniques continued success in some areas, while ongoing issues continued as challenges in others. The chapter officers and committee chairs meet throughout the summer to plan for the year. These summer B.O.G. meetings help us get our committees on track for the upcoming year and also plan for the summer golf outing. Having a set meeting day, place, time, with agenda e-mailed several days prior is a "continued success."

A diverse program committee is another continued area of success. The committee is well-organized, diverse, and has the programs set by October. Average meeting attendance so far this year jumped from 47 to 54 people, but was aided by The Trane Company's graduate training program attending once in both the fall and spring. We feel that this is a benefit to these new members and prospective members, to learn what happens at a typical meeting. Several repeated guests have become new members this year.

Our membership committee also did a good job this year. While we are struggling a bit with some resignations, we feel is better to get the inactive, delinquent person to resign, versus "hanging on" as an inactive, non-dues paying roster-filler. A new membership chair is being mentored by our current chair, both dedicated, hard-working, and extremely well-organized members.

A focus on non-Trane membership from the contracting and consulting community must continue.

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Other Highlights/Accomplishments:

- We were able to secure space on a new local Web site for our chapter webpage. We have found a chapter member to update it for us.
- Newsletter has been getting out in a timely manner, from an experienced editor assisted by a newer mentored member.
- We awarded two \$500 scholarships to the local technical colleges in our area, up from \$400 in previous years. We also participated in two \$500 scholarships to two local high school students pursuing a career in engineering, one of which is now a 2-year \$500/year scholarship to the top recipient.
- We made 4 memorial contributions towards Research/Promotion again this year.
- Our chapter Historian has entered the 18th entry for the Gold Ribbon and Log Book of TIME Award.

The Student Activities committee worked throughout the year with local high schools to get more information out about careers in the HVAC field through shadowing, career days, and presentations. A relationship has now been established with one of the local school districts. The committee wants to produce their own recruitment video next year.

A continued area of challenge is TEGA. While we have many of our members giving outside presentations, we haven't been able to find anyone to put together a TEGA project for an award. This will be a goal for next year.

I believe we are on track to have a better year next year. We have an excellent president elect, and a good combination of experienced and new officers and committee chairs. With continued effort and dedication, we will continue to improve and grow each year. It has truly been an honor to serve this year.

Sincerely,

Mike Byars
1999-2000 La Crosse ASHRAE Chapter President

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April 24, 2001

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Re: 2000-2001 La Crosse Area Chapter President's Report

On behalf of the La Crosse Area Chapter of ASHRAE I am pleased to present the President's Report for the 2000-2001 year.

This has been a year of challenges, opportunities and successes for the La Crosse Chapter. Unexpected job changes by some of our officer's and committee chairs took it's toll on our BOG membership and required us early-on to re-fill vacancies for President-Elect, Treasurer and an at-large BOG position. The outcome was positive as we ended up with a staff that has been enthusiastically supportive and creative with many challenging ideas. CRC 2002 in La Crosse brought additional challenges by drawing on even more participation from this relatively small chapter resulting in 21 committees overall each involving a minimum of 4 members from a chapter membership of less than 100.

Secretary

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Following is a recap of the year:

Mission: For the second successive year the BOG has met informally in late summer at a retreat at the country home of John P. Gill, one of our BOG members, and his wife Kiyoko who is a professional facilitator in the building of mission of statements. There, through a methodical process led by Ms Kiyoko, we drafted several versions of Mission Statements from which one was selected by ballot at a subsequent BOG meeting (See Mission Statement attached.)

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Programs: Continuing a tradition of attracting outstanding speakers and programs, Brian Reynolds and his committee started in June, 2000, planning the years' program schedule which was finalized over a month and a half before our first Chapter meeting in September. All of the programs were well-attended, relevant and highly evaluated by those who attended. Only once were we forced to rely on a back-up program when several of our key Trane members involved in our March program on U of Illinois ACRC were on an emergency special assignment that month. Thankfully, Bruce Anderson, with only 2 days notice put together an excellent program on "HVAC Business in Europe".

John Kelly

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The other programs included topics on building automation in a large entertainment complex, hydronic floor heating/cooling, UVC biological control in AHU's, HVAC impacts from global warming, electrical power from municipal waste, building moisture control and an update on ARI 21CFR projects. New this year is an Excel program, Brian had a student intern create that allows us to collect and summarize the speaker/program evaluations and feed them back to the presenter. Although average attendance to date at 47 is slightly behind last years total of 54, it is expected to equal or exceed it by year-end as the meeting attended by the Trane Graduate Training Class will not occur until next month.

Duane Lom

CRC 2002 Chairperson
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Membership: Kevin Walters, a first year member, has done an excellent job as Membership Promotion Chair despite increased employer responsibilities which made it difficult for him to spend much time on ASHRAE. Through his efforts we have added 26 new members vs 20 last year and 13 upgrades. Establishing a mentoring program has still been a struggle although 3 of our new members had mentors assigned this year.

Kevin also did an excellent job as co-chair of our annual golf outing in August which is a break-even event (vs fund raiser) designed to attract members.

CHAPTER MAY NOT ACT FOR SOCIETY

Student Activities: An ambitious project began last year to produce a video trilogy designed to excite junior high students about careers in engineering is still in process. The trilogy includes: 1) a short story of a high school student who is assigned to identify anything he/she contacts during a day that is "Touched By An Engineer", 2) interviews with practicing engineers showing them in their jobs and having fun to illustrate that we are not all "dweebs" and "geeks" and 3) an explanation on how to become an engineer, e.g. course requirements, list of schools, etc. Production kicked off last fall by a local high school multi-media class who offered to produce the first part and will continue this summer by another high school class.

Several visits were made to two local high schools who have recently introduced pre-engineering courses.

Residential HVAC Seminars: After a successful Refrigeration Seminar last year, our Refrigeration Chair, Ajay Iyengar, suggested we create a seminar for the general public to help the technically-challenged better understand how to heat and cool their homes more efficiently and healthfully. These mini-seminars will be produced to be somewhat entertaining (to hold their attention) and informative in a language they can understand. Examples are topics like understanding how a thermostat works, when/where heat pumps are effective, what SEER, EER, R-values mean, simple energy conservation tips, how to improve air quality cost effectively, etc (See attached for more examples). The mini-seminars will be presented by ASHRAE members or qualified volunteer speakers to service clubs, home and garden shows, or stand-alone seminars. A special committee created as a sub-committee under both TEGA and Refrigeration Chairs has been working on this since January and is targeting a fall 2001 premier. If successful, attempts will be made to attract funding from the Wisconsin Focus on Energy Public Benefits Program and take it to the next level, i.e. broader exposure with hands-on demos and professional presenters.

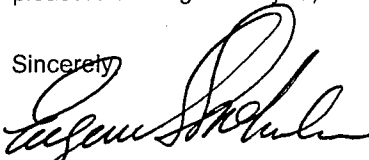
TEGA: Two major efforts in this category are the aforementioned seminar and the Standard 90.1-1999 Satellite Broadcast which filled 5 conference rooms throughout The Trane Company last September. A job change by the current TEGA Chair prevented any efforts toward sponsorship of an Energy Award this year, but our expectations for next year has reached new heights with the appointment of a seasoned veteran, Bruce Anderson, to this position.

Other Highlights/Accomplishments:

- Our webmaster joined ASHRAE this year and with his increased interest has made substantial improvements to the website including links to Society and other chapter sites, a CRC 2002 site plus other enhancements.
- Two scholarships at \$550 each were awarded to recipients at two local technical colleges. We also contributed to two \$500 scholarships awarded to local high school students aspiring to engineering careers.
- Four memorial contributions were made again this year to ASHRAE Research each in honor of four of our esteemed ASHRAE colleagues who are no longer with us.
- Fourteen of 29 past presidents attended the January meeting to be recognized by Jim Wolf for their past service.
- We established a central electronic chapter filing system on one of Trane Company's servers.
- We were honored by visits from our Society President, Jim Wolf, in January and DRC, Dick Harju in September and were also visited by RVC's Mark Conway and Mike Kearney in November and February respectively. With one exception, each of these visits were accompanied by a visits to a total of 5 different employers which provided informative feedback which were forwarded on to Society. Some of these have already seen action.
- As a result of one of these meetings we have extended our program times to qualify for PDH/CEU credits which are awarded to any attendee by request.
- In March we met Jim Wolf's challenge to assign every member to a committee. We expect that this will be a major step toward achieving all of our objectives for next year.
- Our only real disappointment was a very small turn-out for our Christmas Party which is a joint effort with ASME, IEEE, SME and WSPE. ASME was this year's host.

As we near the end of this year I can't help but reflect on my first BOG meeting as President last June facing the ambitious goals and challenges we laid out ahead of us. Although we did not complete them all, I feel good about the progress we made despite the hiccups along the way. But I feel especially grateful for the support I got from a super BOG and the optimism about the leadership in Wane and his staff that will take us into 2002. I am proud knowing that I will also be part of that team as well. And finally, but not least, it has been an education and a pleasure serving under you, Dick, and I wish you the best of luck in wherever post-DRC takes you.

Sincerely



Eugene G. McNurlen, P.E.
2000-2001 La Crosse ASHRAE Chapter President