

The evolution of our ASHRAE, our logos and banners – why there is a new chapter banner

In the late nineteenth century, the science of heating and ventilation was not well understood. Most of the work was done by contractors of which very few were educated or had any formal training in engineering. Installations of heating and ventilating systems were based upon the ancient rule of thumb, and relied heavily on calculations related to data in fan manufacturers’ catalogues. It was during this period, the Master Steam and Hot Water Fitters Association was formed in



1889 to protect the interests of the contractors. They developed a logo as shown. In this period, more scientific approaches to heating and ventilation were being developed and imported from Europe, particularly from England. Some association members were interested in learning more about these scientific approaches, so some technical papers were now being presented at the Association’s meetings. This new format was not generally accepted, since the majority of the members were business and salesmen and not interested in papers and presentations on the arts and sciences of heating and ventilation, but rather, they wanted to concentrate on papers discussing business matters.

The difference in philosophy became evident during the Association’s 1894 National Convention when three technical papers were presented by David M. Nesbit, of London, England; Edward P. Bates, of Syracuse, New York; and Arthur Walworth, of Boston, Massachusetts. The attendance and discussion on these papers was surprising popular. The Association quickly reacted by passing a resolution that, in the future, all heating and ventilation technical papers must only take ten minutes to read. This action was justified because the majority of the membership of Association was business men anxious about getting contracts and making money. The engineering members were a decided minority.

As a result of the conflict, a Mr. Hugh J. Barron wrote an article about the situation and submitted it to Mr. Louis H. Hart, who at the time was the business manager of the publication Heating and Ventilation. During a meeting to discuss the article’s publication, a discussion occurred about forming a society to give consideration to engineering matters connected with heating and ventilation only. After more discussion and getting positive feedback from fifty to seventy-five engineers known to be interested in this chosen line of work, it was determined that an new organization should be formed. As a result, 25 invitations were sent to engineers in New York City to attend a meeting at the offices of the Heating and Ventilation Publication on Thursday, August 2, 1894. Sixteen people attended and they became known as the Committee of Sixteen. This initial group formed a Committee on Organization who worked over several weeks to put together an organizational structure. They eventually sent out invitations, and circulars to 157 engineers explaining the necessary qualifications to become a charter member of the new organization.

A meeting was scheduled at 3:00 p.m. on September 10, 1894 at the Broadway Central Hotel, in New York, New York. Mr. Fred P. Smith was elected temporary chairman to run the meeting, and Mr. Louis Hart was elected temporary secretary. This inaugural meeting was purely a business meeting. There were seventy-five people who accepted the invitation and elected to be charter members of the new association. Mr. Smith defined the objects, advantages and policy of this proposed society. He spoke about the importance of good fellowship to the society’s success, especially with respect to discontinuing the practice of discrediting another engineer’s work when presenting a competitive bid. “It is only through the united efforts of the members of the society that we may expect to attain that improvement for which we are looking. There is no reason in the world why the society cannot, if properly managed, aid us in raising a high standard of work, and regulate the price we ought to get for our work”.

The first order of business was to choose a name for this new society. The debate that followed was long and spirited. Discussions included whether to stay just in America or to include “International” in the name since foreign engineers had been invited to become members. It was finally decided that the heating and ventilating engineering required in America alone would be a sufficient task for the society for many years. It was decided to call the society be called “The American Society of Heating and Ventilating Engineers (ASHVE).”



The logo would be:

Much more discussion occurred on the proposed Constitution and By-Laws section by section. The new Constitution stated eight objects of the Society that would guide its work in years to come as we know today:

- The promotion of the arts and sciences connected with heating and ventilation, and to encourage good fellowship among its members.
- Improvement in the mechanical construction of the various apparatus used for heating and ventilation.
- The maintenance of a high professional standard among heating and ventilating engineers.
- To establish a clearly defined minimum standard of heating and ventilation for all classes of buildings.
- To favor legislation compelling the ventilation of all public buildings in accordance with the standard of this society.
- To encourage legislation favorable to improvement in the arts of heating and ventilation, and to oppose legislation hostile to the business of the engineer.
- The reading, discussion, and publication of professional papers, and the interchange of knowledge and experience among its members.
- To establish a uniform scale of prices for all professional services.

The final order of business was to elect officers to serve until the annual meeting.

The Society was then officially incorporated in the state of New York on January 24, 1895. To comply with the laws of this state, the date of the annual meeting was specified in the Constitution as the last week in January. Accordingly, the charter members agreed to have their first annual meeting in January 1895, at which time, papers on heating and ventilation topics would be read and discussed. The Constitution also specified that the Society would have a Semi-Annual meeting as well, though the first one would not occur until 1897. The dates of January 22-24, 1895 were confirmed for the first Annual Meeting. The Society's first President, E.P. Bates called the meeting to order at 10:50 a.m. on January 22, 1895 in the hall of the American Society of Mechanical Engineers, 12 West 31st Street, New York. Secretary Hart reported that the Society had seventy-five members, and it was reported that since its founding, the Society had received \$750.00 and had expensed \$256.82 for a total of \$493.18 cash on hand.

The Constitution and By-Laws established four levels of membership: Members, Honorary Members, Associates and Junior. Members and Associates were required to pay an initiation fee of \$15.00 and annual dues of \$10.00. The initiation fee of Junior members was \$10.00 and their dues were \$10.00. A Junior member, upon being promoted to full membership, paid a further initiation fee of \$5.00. Honorary Members were defined as "distinguished persons elected by the society." – this still exists.

Several committees were formed during the first meeting. They were:

- The Committee on Tests "for the purpose of making such tests as may be for the interest of the society"
- Committee on Standards "to establish a clearly defined minimum standard of heating and ventilation for all classes of buildings"
- Committee on Compulsory Legislation "to favor legislation compelling ventilation of all public buildings in accordance with the standards of this society"
- Committee on Uniform Contract and General Conditions of Governing Specifications "to establish a uniform scale of prices for all professional services"
- Nominating Committee for the purpose of identifying and nominating candidates for officers, Board of Managers and Council

Beginning in 1895, the Society documented its work by publishing the proceedings, papers and discussions from the annual and semi-annual meetings in Transactions of The American Society of Heating and Ventilating Engineers (and ASHRAE still does today.) President Bates said of this new society and the work to be done, "We need to look backward but a very few years to find that our profession was unknown. The rapid strides of modern civilization have created many new professions, and ours among them. There is a wide field open before us, and it yet remains to be seen how well we shall occupy it. The child is born, and it gives great promise of a grand future."

In 1922 the Society started printing "The American Society of Heating and Ventilating Engineers Guide"- now called Handbooks. This guide included "The Synthetic Air Chart" that was developed by Dr. E. Vernon Hill and adopted by The American Society of Heating and Ventilating Engineers for the purpose of comparing the air conditions in any room with the ideal or standard conditions.

As the Society grew, it developed membership emblems and established awards in recognition of "work done and meritorious services performed in the field of heating, ventilation or air conditioning." The emblems were to be worn so

“Attention is called to your privilege as a member of wearing the Society's emblem (1925).” One of the earliest ASHVE awards was the F. Paul Anderson Award named after named for F. Paul Anderson, ASHVE president in 1927 and an ASHVE laboratory director from 1921 to 1925. This award was first presented in 1932 to Dr. Willis H. Carrier. It is still the Society’s major award today.

Parallel with the development of new ASHVE Society, refrigeration was moving in the same direction.

By 1885, refrigeration as an industrial practice was already established in the United States. Recognized as a world leader in refrigeration, the main applications were the production of ice and beer and cold food storage. Although Australia and New Zealand were also industry leaders, their primary uses were mechanical refrigeration for food preservation, for shipping frozen meats to other countries and for producing beer.

By 1900, manufactured ice in the United States could be made for low cost and was easier to store than natural lake ice as it was not dependent on weather. Ice manufacturers’ starting claiming that their product was also more pure as many lakes were now considered as polluted. For many years, there continued to be an intense competition for the ice market, but with the invention of electric and gas household refrigerators, the market changed for household ice. The natural ice market virtually disappeared by 1950. Many Life Members still today remember this era.

In 1903, the American Ice Machine Builders Association was formed. This group’s members were primarily manufacturers, and they pointed out the advantages of working together, cooperating with other organizations, and of sharing information. With many technological advances and new applications being developed, a need for fundamental data on which to base standards within the refrigeration industry was becoming a necessity. At that time, the only engineering organization in the United States suitable for engineers interested in refrigeration was the American Society of Mechanical Engineers (ASME). There were some outstanding papers and discussions presented at ASME meetings from 1889 to 1892, but by the turn of the century, ASME members interested in refrigeration “found very little on the programs bearing directly on their professional work,”

So similar to the story of ASHVE, there was to become a Society of Refrigerating Engineers. Mr. William H. Ross, who was employed by Cold Storage and Ice Trade Journal and was secretary of the Eastern Ice Association, organized a meeting of thirty to forty refrigeration engineers on April 2, 1904 at the ASME headquarters in New York City. They met to discuss forming a new society for refrigerating engineers. Following discussions, a committee was appointed to draft a constitution and by-laws. On December 4 and 5, 1904, in New York City, these engineers met again and adopted the Constitution and By-Laws and elected officers, thus forming The American Society of Refrigerating Engineers (ASRE) – the only engineering society in the world solely dedicated to promote the arts and sciences connected with refrigerating engineering. There were seventy-four charter members of this new society.

During the first meeting of the Council, held on January 14, 1905 in New York City, William H. Ross was appointed as secretary of the Society. One year later, the Society convened its First Annual Meeting in the chambers of ASME in New York City on December 4 and 5, 1905. The Society with the logo ASRE immediately began publishing the papers read at its meetings in the Transactions of The American Society of Refrigerating Engineers. The Transactions also included minutes of Society meetings. The Society’s Constitution and By-Laws established three levels of membership: Member, Junior and Associate. Each member paid an initiation fee of \$5.00, and membership dues were set at \$10.00 for Members and Associates and \$5.00 for Junior members for the first six years of membership, after which their dues would be the same as Members and Associates. The emblem – logo, was the seal of the Society and measured 5/8 inch in diameter. Although the Society was organized as a national institution, by 1906 it already had members from Canada, England,



India, the Argentine Republic, Australia and New Zealand. Membership in 1906 totaled 146.

In the first decade of the 20th century, neither society ASHVE and ASRE had much in common with the other. This soon changed as heating and ventilating engineers learned to control humidity by using mechanical refrigeration equipment to cool the air. Then Willis Carrier wrote an epic paper on the rational psychrometric formulae which was published in 1911. This established the scientific basis that he and others would use to promote the concept of conditioning the air. This new field of air conditioning was further advanced by technological accomplishments in the household refrigeration industry.

Along with similar changes in other industries with mass market production capabilities, and capital investments in new technology, new developments included direct expansion systems, extended surface condensers and evaporators, thermostatic valves and hermetically sealed compressors. Thus, air conditioning became a field of interest to many members of both ASHVE and ASRE. Also, heating systems were evolving from steam and hot water to forced warm air systems, combining the heating and air-conditioning functions. ASHVE changed its name to the American Society of Heating and Air-Conditioning Engineers in 1954, or ASHAE. The newest logo for ASHAE is:



That same year, the Refrigerating Engineers mailed proxy ballots to its membership proposing to add Air Conditioning to its name, but not enough votes were received and the proposal was lost. Then a joint committee with the two societies was formed in 1954 to determine how the societies could cooperate without consolidating. It was quickly concluded that the idea of merger would be better and it gained wider acceptance. By 1958, ASHAE's membership total was 11,700 and ASRE's was 7,000. About 60% of the activity in each society was devoted to air conditioning. The 1958 President of ASHAE, Mr. Elmer Queer, was for the merger indicating that an extensive research program could be carried out by the merged Society, and the new Society would continue to conduct a comprehensive program in the development of codes and standards, as now carried out by ASRE. Merger had divided support from members. It was agreed to proceed. As required by the Membership Corporations Law of New York State, the Plan for Merger was submitted to the memberships of ASHAE and ASRE, and required approval by two-thirds of those voting of each society, either by proxy or in person.

ASHAE held a special meeting in Chicago on December 1, 1958 in the Conrad Hilton where ASHAE members approved the plan, with 5,307 voting in person or by proxy in favor and only 405 against. ASRE's vote was held at the opening session of its Annual Meeting in New Orleans on December 1. Several tense moments were held until 4:40 a.m. in the morning as the proxies were counted. When all votes were tabulated, 86% of ASRE's members had voted with 3,516 in favor and 1,293 against. After the vote, quite a few of the refrigeration people dropped their memberships. They feared they would lose control simply because there are far more people in the heating and ventilating business. This fear still exists today.

The next order of business was what the name of the new organization should become. Many options were considered. So, on the morning of January 29, 1959, in its 55th year, the American Society of Refrigerating Engineers ceased its corporate existence. At the same time, in its 65th year, the charter of the American Society of Heating and Air-Conditioning Engineers was amended to bring into corporate existence the consolidated American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE). The logo and the associated chapter banners and letterhead



would be in use for more than 50 years:

Then at the Society's 2012 Winter Conference in Chicago, ASHRAE announced the latest rebranding effort. President Ron Jarnagin at the time said "ASHRAE's original commitment to HVAC&R engineering excellence remains resolute even as the Society continues to expand its influence into all facets of building design, construction, reconstruction and operation. The repositioning of the ASHRAE brand evolution was an acknowledgement of ASHRAE's broadening scope beyond HVAC&R to include standards, research, publications and educational resources relating to total building design, energy efficiency efforts and sustainable building technologies, otherwise referred to as the total building environment. The original ASHRAE logo from 1959 was changed to reflect that ASHRAE had changed. And, a new tagline was



Shaping Tomorrow's
Built Environment Today

developed “Shaping Tomorrow’s Built Environment Today.”

This tagline serves as a promise to all members, and the industry in general, that whatever the future brings in the built community, ASHRAE will be at the forefront for research and guidance. New chapter banners and podium covers, individual chapter and regional letterheads were now made available.

This new tagline shows the world that ASHRAE has expanded into a worldwide Society. It has 12 Regions in the Americas, Region XIII in Southeast Asia, and a Region-at-Large consisting of three Sub-Regions. Sub-Region “A” currently includes Bahrain, Kuwait, Qatar, UAE, Saudi Arabia, Egypt, Lebanon, and Nigeria. Sub-Region “B” currently includes Greece, Romania, Spain, and Portugal. Sub-Region “C” currently includes chapters in India (7), Pakistan (3), and Sri Lanka. In 2016, President Underwood just attended a newly chartered chapter in this region so the numbers may need to be updated on a regular basis.

For many of the older chapters, changing to the new banner with the new logo has been concern and question why change. Kent Anderson former Society Board Member explained to me how the evolution to the new banner and logo format occurred. This was after I had expressed concerns from chapter in Region II. He wrote that what may be missing is when and how ASHRAE evolved from being just an American Society with Canadian and international members, to an “international” HVAC&R Society now. The new trademark has an officially registered logo as “ASHRAE” with the “American” part of the logo and the rest of the wording now dropped as it was shown on the old logo adopted at the time of the merger. As Kent recalls, much of that happened during my term on the Board as a DAL in the 1990’s, and much of change was led by Barney Burroughs when he was President. It was also when the overseas Region was created as a Region-at-Large designation for those members who did not have local chapters that could form a region, e.g. most of the European country members fall into that category. That was also at a time when the logo was redesigned to retain the hexagon shape with the letters “ASHRAE”, with a tag line that said “ASHRAE – An international Society Shaping Tomorrow’s Built Environment Today”. It was a fairly controversial debate at the time between the American members (the bulk of the membership) feeling that ASHRAE ought to focus on primarily U.S. and Canadian HVAC&R engineering, and those who felt ASHRAE had to expand its interests to cover all of the international aspects of HVAC&R technology. This all happened concurrently with the expansion of the regions to include the international chapters in the Far East. A Presidential Ad Hoc Committee worked on both the logo and rebranding issues, as well as expansion of the regional structure with their report. It was then approved by the Society’s Board in January 2012.

For the chapter using the 1959 style of banners, it is time you got on board with the new logo, banner and letterhead now available to you. Hopefully this history helps.

For those coming to the next Region II CRC in Moncton this summer, the challenge made at the 2015 CRC in Hamilton was the have all chapters with the new style banner hung in Moncton to make a dynamic background for the annual Chapter Delegate and Alternate picture.

Many thanks to Randy Schrecengost, Society Historian and Kent Anderson for their input in this article – great supporters of capturing the Society’s history.

Article prepared by George Menzies, a 50-year active member in ASHRAE who plans to “retire” soon....