

In This Issue:

Presidential Address.....	1
November 14 th Clay Shoot Flyer.....	2
November 18 th Dinner Meeting Flyer.....	3
Upcoming Event Flyers.....	4,5,6,7
ASHRAE FWC – 2014/15 Committee Chairs..	8
Refrigeration Activities.....	8
Research Promotion.....	9
YEA Smart Start Program.....	10
GGAC Activities / YEA Activities.....	11
bEQ Activities.....	12
Student Activities.....	13
USGBC Green Apple Day.....	14
Advertisements.....	15,16

Upcoming Events:

- November 14th – Annual Sporting Clay Shoot
- November 18th – Dinner Meeting
- December 16th – Holiday Party
- January 13th – Dinner Meeting
- January 24th/28th – ASHRAE Winter Conference
- February 27th – Annual Golf Tournament
- March 17th – Dinner Meeting
- April 24th – Annual Shrimp Boil
- May 19th – Dinner Meeting

For More Information:

<http://www.ashrae-fwc.org/>

From the Desk of the President Joseph Souza



Hello Florida West Coast Chapter!

I hope everyone enjoyed Victor Goldschmidt’s lunch presentation of the history of air conditioning at the October luncheon, the comments we received were exceptional and you missed a really great program if you weren’t able to attend.

November’s meeting is FWC’s traditional Donor Recognition night so I urge anyone that contributed to the 2013-2014 RP drive to attend so we can recognize your generous contribution to research. Our 2014-2015 RP drive is in full swing so I hope to see a huge turnout at the annual FWC – RP Clay Shoot at Fishhawk, it’s always a great time. Likewise, I urge you to consider a generous donation to the 2014-2015 campaign. Are you having friends over to watch the game this weekend? As everyone is enjoying a cold one in the comfort of your home, it’s a great time to remind them that without our research funding, we’d probably be sitting in a hot house drinking warm beer! I challenge the entire chapter to hit their buds up for a \$20 donation to ASHRAE Research this weekend!

The November meeting promises to be an interesting one, our Programs committee is bringing in an exceptional speaker to discuss the topic of construction law with us – where else can you buy an hour of attorney time for \$35... and get a great meal too? I hope the membership is enjoying the diversity of our programs this year; our Programs committee has worked hard to bring us a diverse range of speakers so keep the comments coming. I’m extremely happy to announce the official rollout of the newly formed FWC bEQ Committee headed up by our own Don Herrmann. You’ll find an excellent synopsis of the program in this newsletter, and I thank Don for his rapid work in promoting bEQ. Please take a moment to read his column and consider how you may be able to assist the chapter with this endeavor. Likewise, I’m sure that Don would appreciate speaking with anyone that would be interested in joining his committee.

I hope to see everyone at the Clay Shoot, and/or the November dinner meeting.



Research Promotion currently at 9.8% of goal...see Page 9

November Clay Shoot



THE 5th ANNUAL FLORIDA WEST COAST

Sporting Clay Shoot

Date: November 14, 2014

Time: 12:30 pm

Register by: October 31, 2014

This will be a 100 bird shoot. Included in the price is a catered BBQ pork lunch served at 12:30 prior to the shoot.

Sponsorship Levels:

- **Presenting Sponsor \$2500**
Includes: Event Banner, Stand Sponsor, Foursome, Golf Cart for four, and endowment to ASHRAE RP
- **Ammunition Sponsor \$1800**
Includes: Event Banner, Stand Sponsor, Foursome and Golf Cart for four
- **Golf Cart Sponsor \$1300**
Includes: Advertising on Golf Carts, Foursome and Golf Cart for four
- **Score Card Sponsor \$1000**
Includes: Advertising on Score Cards, Foursome and Golf Cart for four
- **Corporate Sponsor \$650**
Includes: Stand Sponsorship, Foursome and Golf Cart for four

Contact Mike Costello for details!

- Single Shooter (**Chapter Member**) \$120
- Single Shooter (**Non-Chapter Member**) \$130
- Shotguns are available for rent for \$30
- Golf Cart Rental \$25 for a team of 4
- Stand Sponsorship with Company Logo \$ 150.00

100 Rounds to be provided for each shooter.
A limited number of carts and shotguns are available for rent, so get your registration in early to guarantee one!



Location:

Fishhawk Sporting Clays
 13505 Hobson Simmons Rd
 Lithia, FL 33547
 813.689.0490
www.fishhawkssportingclays.com

Additional Information:

Each attendee must be at least 18 years old, and must provide their own eye and ear protection.

 Contact Mike Costello at 813-448-0226 or MCostello@cea-engineers.com

 To submit completed registration form, mail it along with payment to (PayPal invoices upon request):

 ASHRAE Clay Shoot
 c/o Mike Costello
 8366 Gunn Highway
 Tampa, FL 33626



<p>Team Captain Name:</p> <p>1.) _____</p> <p>Phone Number : _____</p> <p>Email: _____</p> <p>ASHRAE Number : _____</p> <p>Shotgun Rental: Yes / No</p> <p>Gauge: 12 / 20</p> <p>Stand Sponsor: Yes / No</p>	<p>Team Member Names:</p> <p>2.) _____</p> <p>Shotgun Rental: Yes / No</p> <p>Gauge: 12 / 20</p> <p>3.) _____</p> <p>Shotgun Rental: Yes / No</p> <p>Gauge: 12 / 20</p> <p>4.) _____</p> <p>Shotgun Rental: Yes / No</p> <p>Gauge: 12 / 20</p>	<p>Total:</p> <p style="font-size: 24px;">\$ _____</p>
---	---	---

**** PROCEEDS BENEFIT ASHRAE RESEARCH - THANKS FOR YOUR SUPPORT! ****

November Dinner Meeting



“Payment and Claims From Perspectives of Engineers, Contractors, and Suppliers”

Tuesday November 18th, 2014

Columbia Restaurant—Ybor City

2117 East 7th Avenue, Tampa, Florida 33605

RSVP Now

Or go to: <http://www.ashrae-fwc.org/events/november-dinner-meeting-3/>

**Cost: \$35 in advance
or \$40 day of meeting**

Registration / Cocktail Hour

5:00 to 6:00 PM

Main Meeting

6:00 to 8:00 PM

Our November Meeting will be a interactive discussion on Payment and Claims. We will have Jim Dickson and Ryan Owen of Adams and Reese, LLP presenting to us. Jim has been practicing law since 1978 and is Board Certified in Construction Law by the Florida Bar. Ryan has been practicing law since 2006 and is Partner in the Firms Litigation Group. Have you been part of litigation on a construction project? What can you do to protect yourself?

[V. James \(Jim\) Dickson](#)



[Ryan W. Owen](#)



1 CE and PDH Credit will be provided.

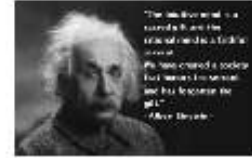
This will also be RP Donor Recognition Night!

E-Mail questions to Joe Cox at: jcox@sladerossinc.com or call: 813-250-0488

November Mentoring Minds



Mentoring Minds
Meeting Notice
Tuesday November 11th, 2014



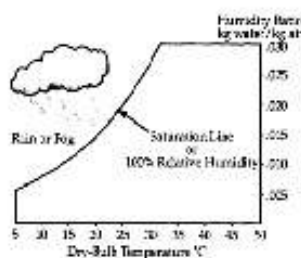
Fundamentals of Psychometrics

The Florida West Coast Chapter is proud to announce the program series designed to help give back to the engineering community by teaching core fundamentals of our trade. One of ASHRAE's core commitments is as follows:

"We are committed to the advancement of the arts and sciences of HVAC&R for the benefit of society through research, technology development and transfer, and education and training".

This series of programs is designed to help provide a basic understanding of HVAC engineering! Tonight's topic is going to cover the fundamentals of Psychometrics systems! The evening will cover the following:

- **Psychometrics**
 - Moist and Dry Air
 - Atmospheric Air
 - Water Vapor
- **How to use the chart**
 - Practical Use of Chart



Mentor for the Evening
Al LaPera
CxA, EMP BD+C, O&M, GGP
TLC Engineering for Architecture



TLC Engineering for
Architecture Office

500 North Westshore Blvd
Suite 435

Tampa, FL 33609

Class Starts: 6:30PM

Cost \$10

Meal choices are as follows:

Pizza, Pizza, Pizza and a drink!

Need RSVP to

Malia.Powers@carner.uto.com

Note: If you attended previous classes, please bring your binder

December Brewery Tour

December 12, 2014 — 3 to 6 p.m.



JOINT MEETING



Florida West Coast Section of ASME

Yuengling UNLEASH THE BOLD

Come join us for the 2014 refrigeration tour of the Yuengling Tampa Brewery. Tour includes an hour long information session on the history of the brewery and detailed brewing process. A valid ID and closed toed shoes are required to participate.



   [www.yuengling.com](#)

RSVP to Chris Pille — pille.christopher@gmail.com — 813.299.2938

Yuengling Beer Company Tampa—1111 North 30th Street, Tampa, FL 33612

December MACDILL Tour



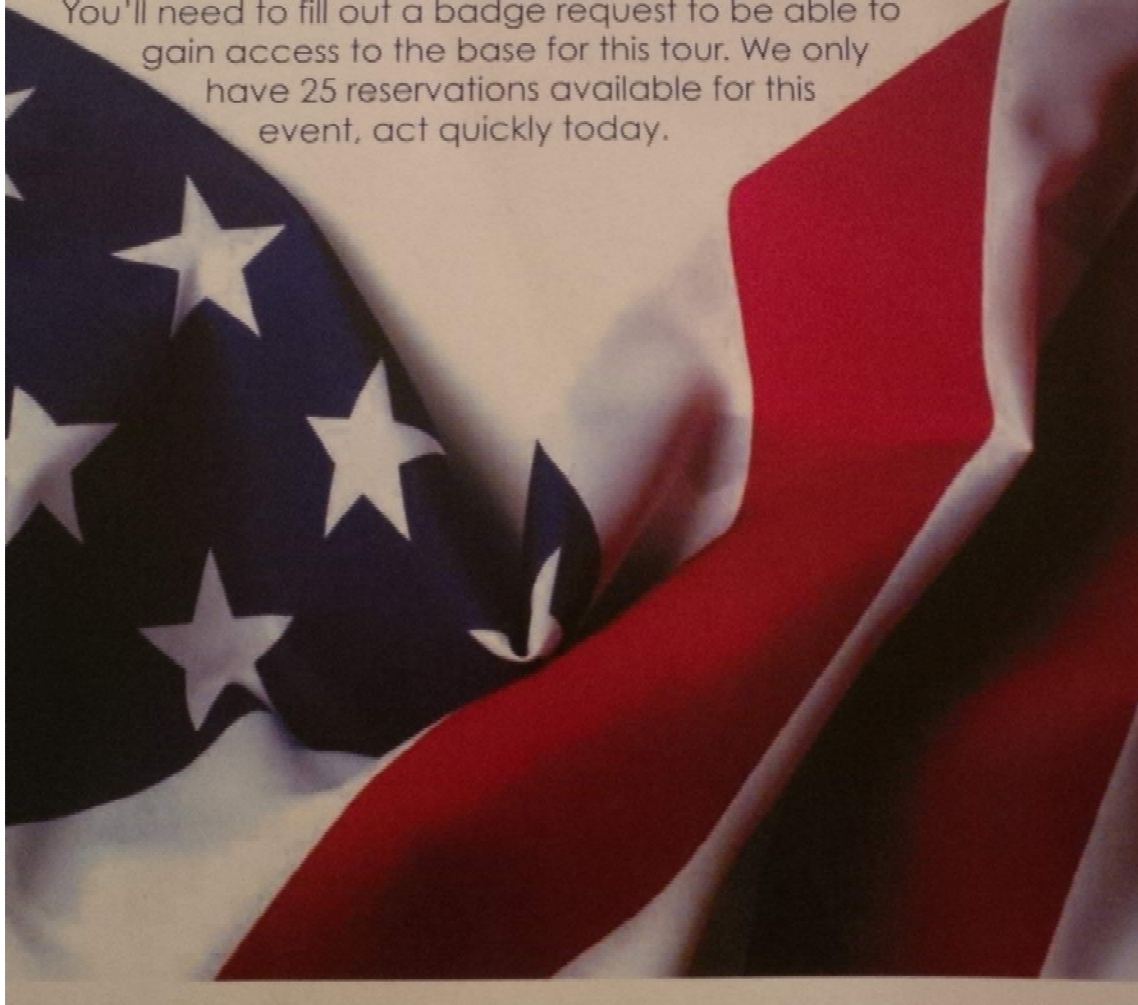
Come join us for a YEA & Refrigeration Tour
OF MACDILL AIRFORCE BASE



Date: Friday, December 19, 2014
Time: 1:00 PM-4:00 PM

This event is
FREE

If you're interested in joining this event, email your contact information to malia.powers@carrier.utc.com. You'll need to fill out a badge request to be able to gain access to the base for this tour. We only have 25 reservations available for this event, act quickly today.



USF Student Branch Meeting



University of South Florida
Student Branch

*American Society of Heating, Refrigeration, and Air
Conditioning Engineers*

STUDENT CHAPTER MEETING

When: Wednesday, November 5, 2014

Time: 12:00 noon – 1:00 pm

Where: Room ENC 3407

Guest Speaker Joe Cox with Slade Ross, Inc.

- FREE pizza and drinks
- FREE membership paid for by the Florida West Coast Chapter
- NETWORKING opportunities with the Florida West Coast Chapter of over 350 professional members locally in the Tampa Bay area
- SCHOLARSHIPS available at the Local and Society level
- GRANTS available for Undergraduate and Graduate projects

ASHRAE FWC - 2014/15 Committee Chairs

Gripes and Accolades – Joe Souza
Programs – Joe Cox
Research Promotion – Mike Costello
Membership Promotion – Ike Crimm
Student Activities – Dan Ronmosky
Government Activities - Chris Pille
Reception – Ethan Grabill
YEA – Malia Powers
Sustainability – Leon Boe
Continuing Education – Al Lopera
Special Events – Ethan Grabill
Refrigeration - Chris Pille
bEQ – Don Herrmann

joseph.souza@lge.com
jcox@sladerossinc.com
mcostello@cea-engineers.com
icrimm@stanweaver.com
danielr@longandassociates.com
pille.christopher@gmail.com
egrabill@commercial-products.net
malia.powers@carrier.utc.com
leon@glspies.com
al.lopera@tlc-eng.com
egrabill@commercial-products.net
pille.christopher@gmail.com
don@dcherrmann.com

Refrigeration Activities

Submitted by Submitted by Chris Pille

WILMINGTON, Del. — DuPont Fluorochemicals has announced the introduction of three new refrigerants in its DuPont™ Opteon® family, based on hydrofluoroolefin (HFO) technology. The company said these refrigerants have far lower global warming potential (GWP) than the products they are designed to replace and will enable compliance with a growing number of regulations that limit the use of high-GWP refrigerants.

DuPont is introducing the new refrigerants, developed for commercial refrigeration applications, under the names Opteon XP40, Opteon XP44, and Opteon XP10. Opteon XP40 is designed to effectively replace the refrigerant R-404A, which has one of the highest GWPs of the common HFCs and is extensively used in commercial refrigeration. In addition to providing a more than 60 percent reduction in GWP, said DuPont, testing has shown that Opteon XP40 delivers superior energy efficiency compared to R-404A.

Opteon XP44 is a lower GWP replacement for the refrigerant R-404A and has been designed specifically to meet the demanding operating conditions of transport refrigeration. Opteon XP10 is a lower GWP replacement for R-134a for refrigeration and other applications.

“We anticipate that our new family of products will reduce greenhouse gas content of refrigerants by some 245 million tons CO₂ equivalent worldwide by 2025,” said Thierry F.J. Vanlancker, president, DuPont Chemicals & Fluoroproducts. “The new Opteon refrigerants enable the industry to meet regulatory demands without giving up efficient, safe, and cost-effective refrigeration and air conditioning.”

<http://www.achrnews.com/articles/127946-oct-24-2014-dupont-introduces-new-hfo-refrigerants-for-commercial-refrigeration>

Research Promotion Submitted by Mike Costello

Many of you might not know, but ASHRAE raises millions of dollars every year that is used for research projects. The result of these projects creates the standards and guidelines that we all use every day. Each and every dollar raised goes 100% toward research. I am tasked this year with raising \$30,000 here locally for research. **I NEED YOUR HELP!**

Over the last few years I have been working closely with the ASHRAE USF Student Branch. We have built a large interest with the students and they are eager to pursue our industry. I have made it my personal mission this year to try and bring ASHRAE research money to USF. Let's give them some experience now that sustains their enthusiasm for HVAC after graduation. These students are our future employees!

Please make your contributions early this year either by check 'Payable to ASHRAE RP' and turn them in to me or if you prefer you can make online donations at:
<https://xp20.ashrae.org/secure/researchpromotion/rp.html>

If you make a donation online, please forward me a copy of the emailed invoice so I can ensure that proper credit is given. I can be contacted at mcostello@cea-engineers.com.

So far we are at 9.8% of goal. I'd like to personally thanking each and every investor so far. Below is where we currently stand:

ASHRAE Research Investors 2014-2015			
Individual Investors		Company Investors	
HR = Honor Roll participants \$100 min		HR = Honor Roll participants \$150 min	
Joe Souza	\$333.96	\$30,000	Original Solutions Company \$250.00
Isaac Crimm	\$113.00	\$29,000	
Joe Cox	\$101.00	\$28,000	
Debie Horsey	\$101.00	\$27,000	
Malia Powers	\$101.00	\$26,000	
Leon Boe	\$101.00	\$25,000	
Jason Proctor	\$101.00	\$24,000	
Mike Costello	\$101.00	\$23,000	
Dan Rogers	\$606.86	\$22,000	
Jennifer Isenbeck	\$201.00	\$21,000	
Shawn Jeffrey	\$248.64	\$20,000	
Ross Montgomery	\$100.00	\$19,000	
Ted Hansen	\$475.21	\$18,000	
		\$17,000	
		\$16,000	
		\$15,000	
		\$14,000	
		\$13,000	
		\$12,000	
		\$11,000	
		\$10,000	
		\$9,000	
		\$8,000	
		\$7,000	
		\$6,000	
		\$5,000	
		\$4,000	
		\$3,000	
		\$2,000	
		\$1,000	
		\$0	
Updated 11/03/14		Florida West Coast Chapter Donation	
		Current Campaign Total - \$2,934.67	9.8% of Goal
		Campaign Goal - \$30,000	Money Required for Goal - \$27,065.33

Young Engineers of ASHRAE (YEA)

Submitted by Malia Powers, YEA Chair 2014-15



Save time. Transfer online. www.ashrae.org/smartstart

What is the SmartStart program? Simply put, it's the best way for ASHRAE Student members to receive the many benefits of Associate grade membership after finishing college. SmartStart is a 3-year program that allows Student members to transfer to Associate grade membership at a rate that is recent-graduate friendly.

Price? SmartStart pricing structure is based on a gradual increase in membership dues to assist those just starting out, like yourself.

First Year: \$20

Second Year: \$73

Third Year: \$94

Why Transfer to Associate membership?

- Take advantage of the networking and professional development opportunities offered through Young Engineers in ASHRAE (YEA)
- Tremendous networking opportunities at the Chapter, Regional, and Society level
- The ASHRAE Handbook — the indispensable, industry-wide resource for all HVAC&R professionals
- ASHRAE Journal — this monthly resource is the most trusted technical magazine in the HVAC&R community
- High Performing Buildings — the quarterly magazine for innovation in building technology design and operation
- HVAC Industry News — a weekly news resource keeping ASHRAE members abreast of the latest industry news
- Access to more than 300 of the industry's leading technical publications
- Access to online education, webcasts and professional development opportunities

Advice to students? Take advantage of resources, discover what you are passionate about and get outside of your comfort zone once in a while. The more you get involved with ASHRAE, the more you will get back in return.

Visit www.ashrae.org/yea for more information.

GGAC Activities

Submitted by Chris Pille

NIST Releases New Online Tool Featuring 90.1

The National Institute of Standards and Technology (NIST) recently unveiled a new online tool, BIRDS (Building Industry Reporting and Design for Sustainability). This tool allows users to compare the sustainability performance of a building type as the energy efficiency design of that building type is increased. This web-application, built on various versions of ANSI/ASHRAE/IES Standard 90.1, provides sustainability performance (energy, cost, and environmental impacts) comparisons for 11 different U.S. commercial building types. BIRDS provides the framework to take an initial building design and make comparisons across different locations, energy standard editions, and/or study periods. The comparison process has four steps:

1. Select the building prototype to evaluate.
2. Select baseline values and alternatives for comparison (location, standard edition, and study period).
3. Select baseline and alternative weighting preferences for environmental performance.
4. View results graph and data.

At this time, the tool does not include 90.1-2010 or 90.1-2013 but that is slated for addition to the site soon. To access this tool, go to <http://birdscom.nist.gov/>. Feedback and suggestions for additions or improvements should be provided by contacting Joshua Kneifel at tjoshua.kneifel@nist.gov.

<https://www.ashrae.org/government-affairs/government-affairs-updates/government-affairs-update-10-17-2014#1>

YEA Activities

Submitted by Mike Costello

Last week on October 30th, we held a YEA Halloween Party. We had a great turn out and a great time. Below are some pictures of the costumes!



bEQ Activities

Submitted by Don Herrmann

Fellow members,

This year's Presidential Award of Excellence (PAOE) has a category for developing and maintaining a data base of ASHRAE Building Energy Quotient (bEQ) projects within the FWC Chapters jurisdiction. To do so we need the help of all chapter members. If you have contemplated submitting a project, now is the time. Society has waived their fee of \$500.00 for projects submitted by ASHRAE members through November, and each member can submit up to two (2) projects with the waived fee. The following provides an overview of bEQ.

About ASHRAE's Building Energy Rating System

ASHRAE's Building Energy Quotient (bEQ) rests on ASHRAE methodologies and standards and the experience of qualified practitioners. These characteristics distinguish bEQ and assure owners that they are receiving reliable and consistent results and recommendations.

There are two separate rating systems for buildings to follow. The "As Designed" rating is for new buildings and is based on the results of an energy model with standardized inputs as compared to a baseline median Energy Use Intensity (EUI). The "In Operation" rating is for existing buildings and includes an ASHRAE Level I Energy Audit and provides building owners with building specific energy saving measures with estimated cost and payback information that can be used to improve building energy performance.

To ensure accuracy, the "As Designed" rating requires a standardized energy model performed by an ASHRAE Certified Building Energy Modeling Professional (BEMP) or by a professional engineer licensed in the jurisdiction where the project is located. The "In Operation" assessment is performed by ASHRAE Certified Building Energy Assessment Professionals (BEAP) or by professional engineers licensed in the jurisdiction where the project is located.

bEQ Benefits to Building Owners

Through the bEQ process, qualified practitioners can compare the bEQ selected building performance with similar building types. And because bEQ offers a consistent methodology, buildings within an owner's real estate portfolio can be compared against each other and re-evaluated over time to see if improvements are getting the expected energy savings and performance results. These comparisons enable owners to invest financial resources in their buildings in ways that will provide the greatest return.

bEQ also benefits owners by enabling them to combat the "green to grey building syndrome." bEQ is specifically designed to identify factors causing the gap between the building's design potential and its actual performance in operation. bEQ's qualified practitioners are trained to implement the measures cited in the analysis to reverse this trend and insure investment value.

The depth of the analysis upon which the ratings are based make bEQ unique. The guidance provided in the analysis enables owners to make informed decisions about investments in equipment upgrades, recommissioning and maintenance.

While powerful and technically sound, bEQ provides tools that are easily understood as they are transferred by the bEQ professional to the owner.

The value of bEQ is that it provides the practitioner with a methodology to be followed and the owner with an easily understood analysis.

When a bEQ practitioner satisfactorily completes the submittal process and a rating is awarded, the owner will receive from the practitioner:

- A completed bEQ analysis (either "As Designed" or "In Operation", or both depending upon what the owner has commissioned), including the complete building analysis.
- bEQ Certificate, for presenting key building performance factors and compliance with disclosure laws.
- bEQ Dashboard, illustrating the level of performance for "As Designed" and/or "In Operation" performance.
- Graphic Files for bEQ Plaques to publically display the building rating and show "As Designed" and "In Operation" ratings side by side for buildings with both ratings.

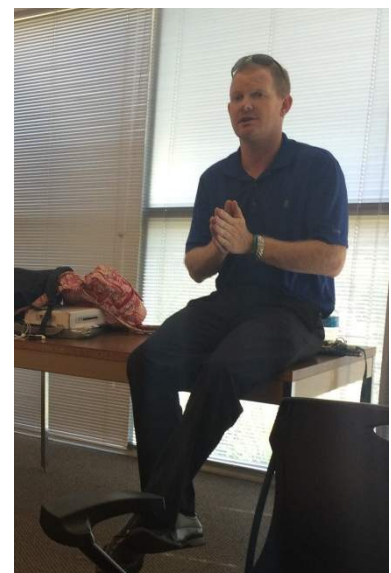
Workbooks and additional information about each rating system can be found at <http://buildingenergyquotient.org/>

Should you have any questions or require additional information or assistance please contact Don Herrmann at 813-957-6672 or don@dcherrmann.com

Student Activities

Submitted by Dan Romnosky

On October 22nd, Mike Costello and Chris Pille met with the USF Student Branch. They both discussed a renovation project they designed for Cooper Hall – a classroom building on the USF Tampa Campus. Below are some photos:



USGBC Green Apple Day of Service

Submitted by Mike Costello

ASHRAE Florida West Coast was proud to sponsor the Florida Gulf Coast Chapter of the U.S. Green Building Council's Green Apple Day of Service on September 27th at Greco Middle School. Below is a thank you email I received from Travis with USGBC:

Mike and ASHRAE Team,

I wanted to thank you again for your support of this year's Green Apple Day of Service project at Greco Middle School organized by the Florida Gulf Coast Chapter of the U.S. Green Building Council. The project was a big success with over 80 volunteers participating and it would not have been possible without the support of people like yourself and organizations like the ASHRAE Florida West Coast Chapter.

Here is a link to an article about the project in today's Tampa Bay Tribune: <http://tbo.com/central-tampa/village-of-volunteers-swarms-greco-middle-campus-for-service-day-20141008/>

Also here is a link to our Chapter's Emerging Professionals Facebook page where you can "like" us and view event photos: https://m.facebook.com/USGBC.FGCC.EP?refsrc=http%3A%2F%2Fwww.google.com%2F&_rdr

We sincerely appreciate your commitment to promoting green schools in our community and for being an event sponsor.

Best Regards,

*Travis S. Barnes, MPA, LEED AP
Board Member
Florida Gulf Coast Chapter
U.S. Green Building Council
www.usgbc-fgc.org*

2014-2015 NEWSLETTER AND WEBSITE ADVERTISING PRICING PACKAGES

ASHRAE (formerly known as American Society of Heating, Refrigerating and Air Conditioning Engineers) is a building technology society with more than 50,000 members worldwide. The Society and its members focus on building systems, energy efficiency, indoor air quality, refrigeration and sustainability within the industry. Through research, standards writing, publishing and continuing education, ASHRAE shapes tomorrow's built environment today.

ASHRAE was founded in 1894 at a meeting of engineers in New York City and has held an annual meeting since 1895. Until 1954 it was known as the American Society of Heating and Ventilating Engineers (ASHVE); in that year it changed its name to the American Society of Heating and Air-Conditioning Engineers (ASHAE). Its current name and organization came from the 1959 merger of ASHAE and the American Society of Refrigerating Engineers (ASRE). The result, ASHRAE, despite having 'American' in its name, is an influential international organization. Amongst other international activities, it helps organize international events.

The society promotes the design and installation of HVAC systems at the highest levels, through publication of Data Books and Handbooks covering all relevant topics, legislative involvement, establishment and support of a research foundation, and standardization of design qualifications.

The Florida West Coast Chapter of ASHRAE was chartered in February 1956 to promote industry standards and best practices at the local level. The local chapter enjoys a strong meeting participation, and generates operating revenue through chapter activities like the annual golf tournament, sporting clay shoot, and specialized learning opportunities with visiting lecturers. A large portion of the proceeds from these activities goes to establish and maintain various local college scholarships, to promote further interest in the HVAC engineering profession following graduation.

Along with the aforementioned activities, our most our most valuable resource for generating operating capital remains chapter sponsorships through paid advertisement. Via its monthly newsletter and newly updated website, <http://www.ashrae-fwc.org/>, the Florida West Coast Chapter of ASHRAE is a resource for its members, and can be an effective tool for promotion of your company, product, or service.

The newsletter is published 10 times per ASHRAE year (September through June of the following year), and is distributed via email ahead of the monthly chapter meetings. In each newsletter, the chapter officers contribute articles that focus on industry happenings, legislative changes, educational opportunities, and more. The current email recipient list is over 1,000 individuals. The chapter website is updated monthly, and includes information on upcoming events, event photographs, posts resumes and career opportunities, and contains useful links to industry resources. The website currently has over 20,000 individual IP computer hits since its launch in September 2013.

2014-2015 NEWSLETTER AND WEBSITE ADVERTISING PRICING PACKAGES

Please consider advertising in the Florida West Coast Chapter of ASHRAE's newsletter and/or website. Your advertisement is published 10 times per ASHRAE year in the emailed newsletter, and can be updated at any time with a new copy if desired. Advertising on the website includes a revolving advertisement at the bottom of each webpage that contains a link to your company website. The chapter encourages its members to review the newsletter and website whenever they consider a product for the project designs.

For the 2014-2015 year, the Chapter Board of Directors has decided upon the following rate as detailed below. In appreciation of the support from our sponsors during this difficult economic time, we want advertising in the chapter newsletter and website to remain affordable and accessible.

2014-2015 ASHRAE FWC Advertising Rates (All Rates are for the ASHRAE Year - September 2014 through June 2015)		
Ad Type and Size:	ASHRAE FWC Members Fee:	Non-Members Fee:
10 Monthly Newsletter Ads (Business Card Size) <i>Reaches over 1,000 people per month!</i>	\$100.00	\$150.00
10 Month Website Ad (Business Logo and Link Included) <i>Website has over 20,000 hits!</i>	\$250.00	\$300.00
10 Monthly Newsletter Ads and 10 Month Website Ad	\$300.00 <i>A savings of \$50.00!</i>	\$400.00 <i>A savings of \$50.00!</i>

Please indicate your interest in advertising with us by responding to the email address below and remit your business card and/or logo in either PDF or JPEG formats to Mike Costello. Please send payment to the address below made out to "ASHRAE Florida West Coast". Advertising fees shall be prorated based on the number of newsletter editions and website months remaining upon the purchasing of your advertising plan.

Thank you for considering ASHRAE Florida West Coast Chapter's newsletter and website in your advertising strategy!

mcostello@cea-engineers.com

ASHRAE Florida West Coast Chapter
8365 Gunn Highway · Tampa, Florida 33626 · (813)-300-4662