



ASHRAE ACTION

ROANOKE CHAPTER NEWSLETTER

(WWW.ASHRAEROANOKE.ORG)

MONTH 2011

NOVEMBER MEETING

PLEASE JOIN US FOR A GREAT MEETING AT VIRGINIA TECH!

Tuesday, October 18th at Dinner
Virginia Tech
Blacksburg, VA

TOPIC:

**Joint meeting with VT ASME
Tour the New Bioinformatics Facility**

AGENDA:

Doors open at 6:00

Dinner: 6:30 pm (Free)

BUSINESS MEETING AND PROGRAM TO FOLLOW

**RESERVATIONS MUST BE MADE BEFORE NOON
on October 17th
TO Rick Hughes:**

E-mail: RoanokeASHRAEMeetings@gmail.com

Phone: 540-342-1816

PRESIDENT'S CORNER

LAST MONTH WE HAD A VERY INFORMATIVE MEETING WITH JOHN CASTLEVECCHI PRESENTING ON AIRFLOW MEASUREMENT TECHNOLOGY. HE SHOWED AND EXPLAINED THE DIFFERENT TYPES OF AIRFLOW MEASURING DEVICES THAT ARE AVAILABLE, FOLLOWED BY WHERE AND HOW TO INSTALL THE MEASURING DEVICES IN THE DUCTWORK TO GET THE BEST RESULTS. I KNOW THAT I LEARNED A LOT FROM THE PRESENTATION.

FOR OUR OCTOBER MEETING WE WILL BE GOING TO VIRGINIA TECH AND MEETING WITH THE STUDENT CHAPTER OF ASME (AMERICAN SOCIETY OF MECHANICAL ENGINEERS). WE WILL BE PROVIDING THE STUDENTS A PRESENTATION ON THE HVAC INDUSTRY AND ASHRAE FOLLOWED BY A TOUR OF THE BIO-INFORMATICS BUILDING. DURING THE TOUR, WE WILL BE ABLE TO SEE THE CHILLERS AND AIR HANDLING EQUIPMENT SERVING THE BUILDING. I HOPE THAT EVERYONE CAN MAKE IT TO THE TOUR AND HELP ASHRAE INTRODUCE THE VT STUDENTS TO THE HVAC INDUSTRY. THE MEETING AND TOUR IS FREE FOR THE STUDENTS AND OUR MEMBERS, SO YOU DO NOT HAVE AN EXCUSE FOR NOT COMING OUT.

-KYLE LONGBRAKE
PRESIDENT
ROANOKE CHAPTER

MARK YOUR CALENDERS:



November Meeting -- November 8th
**Topic: Data Centers -
Hot Aisle Containment**

December Meeting -- December 13th for Lunch
Topic:

BOARD OF GOVERNORS MEETING @ VT
OCTOBER 18th, 6:00

2011/2012 Meeting Schedule

September 13 th	Lunch	Blue-5
October 18 th	Dinner	VT Tour
November 8 th	Lunch	Blue-5
December 13 th	Lunch	Blue-5
January 10 th	Dinner	Staunton
February 21 st	Lunch	Blue-5
March 13 th	Dinner	Blue-5
April 10 th	Dinner	Blue-5
"Student Night"		
May 8 th	Lunch	Blue-5
June 12 th	Dinner	Lynchburg

BUSINESS ETHICS: DO WHAT'S RIGHT, OR WHAT'S RIGHT NOW?

BY KYLE SCOTT, PH.D.

Business ethics is a tricky area because the point of business, to produce a profit, often conflicts with what might be termed ethical. Ethicists rarely have a strong grasp of business or life outside of idealized environments. Managers and executives rarely have enough spare time to sit down and read Aristotle, Nietzsche or Thomas Aquinas. Provided below are three easy questions that you can ask yourself when deciding if a decision is ethical. Everyone makes decisions; sometimes an unethical decision must be made. It's a fact of life and no one can go around living like Socrates doing only what is ethical, moral, and just. What's provided is not a set of standards to be achieved, but rather a method to weigh your decision to find out if it is worth it to you.

Would you accept the explanation from your kids?

It's been said, "That's the way the world works, if you want to compete this is what you have to do," when trying to justify a decision that is unethical but increases competitive advantage. In reality, this is the adult equivalent of saying, "But all my friends are doing it." So, is the decision you are about to make one in which you would want your child to make, or is the justification for your decision one that you would accept from your child when he or she has done something that goes against your instruction?

Also, remember, as managers and executives you have a hand in making the world what it is. By working hard and progressing in your profession you have earned the ability to make choices for yourself and for others. No one can change the world, and you owe it to your shareholders and employees to earn a profit. But, you owe it to those people, yourself, and your family to act ethically. So as a decision maker, you have to decide, and have the ability to decide, which is more important at any one time.

Will it make you happier?

Happiness is a tricky thing in that you don't often know what makes you happy, except from experience. Some think money will make them happy only to find out that once they get it they're not that much happier, if at all, than when first starting out. To make an ethical decision you must decide what will make you happy. In following in the footsteps of Socrates; what makes us happy is what makes us better people. You become better, and thus happier, when your higher desires – such as the desire for justice, moderation and courage – guide base desires – such as hunger or sexual attraction. If your higher desires do not guide your base desires you will be led to gluttony and debauchery. Everyone gets hungry, but you don't need to eat yourself into a coma as though everyday is Thanksgiving. Moderation is a higher desire, which guides the base desire of hunger. No one can tell you what will make you happy, or when you are following your base desires instead of your higher desire, you must know thyself.

Do you exert power?

If you have to manipulate or coerce someone into going along with your plan, or to achieve your goal, you should rethink your plan. If you can present your argument in a persuasive manner without robbing others of their ability to decide for themselves then you have acted ethically. The workplace is not a democracy most of the time, and subordinates must take directives from above. But, this is not coercion, or at least the type of coercion, from which you should refrain. Telling your head accountant to fudge the numbers or she'll be fired is different from telling the accountant to finish a project before he goes home or there will be consequences because he has already fallen behind.

One of the things that separate humans from other animals is the ability to reason. When you strip someone of their capacity to reason, or act upon what they have reasoned to be the best choice, you have denied them their dignity and therefore acted unethically. Whether it is withholding information from stockholders or threatening punishment if your will is not followed, it's denying someone or some group the capacity to reason for themselves.

It would be naïve to think that you can, or should, always act as ethicists would have you act. It would be unethical to let your business fail because you don't want to do what is necessary to keep a business going. But, you should not act badly because it is easier than being good or because you are too motivated or self-interested to say no. What's provided above is a set of questions that you can ask yourself when making decisions in order to help you decide which path to follow. The intention is not to pass judgment or tell you how to act, but give you a set of guidelines so that you can make decisions fully aware of their implications, ethically and otherwise.

ABOUT THE AUTHOR

Dr. Kyle Scott is a lecturer at the University of Houston, with a Ph.D. in Political Science: American Political Theory and Public Law. He has authored two books and a forthcoming third, "Federalism: Theory and Practice," will be available Spring 2011. Kyle has taught American Politics, Political Theory, and Public Law at Miami University and University of North Florida. For more information, contact him at: kascott@uh.edu

ELECTRONIC NEWSLETTER

Any member with material to submit for inclusion in the monthly newsletter may send the information to:

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This is your newsletter. We welcome your contributions and commentary.

Material can include letters to the editor, member news, upcoming events, comments on chapter programs or issues, etc.

ROANOKE CHAPTER ASHRAE

2011– 2012 OFFICERS AND GOVERNORS

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ATTENTION MEMBERS!

INTERESTED IN SAVING MONEY?

STAR CARDS ARE AVAILABLE FOR PURCHASE. PAY NOW AND **SAVE** LATER!

\$50.00 STAR CARD – ADMISSION TO ANY THREE MEETINGS

\$100.00 STAR CARD – ADMISSION TO ANY SIX MEETINGS

WANT TO SAVE EVEN MORE MONEY?

IN SUPPORT OF THE SOCIETY GAME (GREENING ASHRAE MEETINGS AND EXPOSITIONS) PLAN, THE ROANOKE CHAPTER WILL OFFER DISCOUNTS ON MEMBERS WHO CARPOOL OR USE ALTERNATIVE TRANSPORTATION TO ATTEND MEETINGS.

\$2.00 DISCOUNT FOR DRIVING A CARPOOL.

\$1.00 DISCOUNT FOR ANY OF THE FOLLOWING:

- RIDING IN A CARPOOL
- WALKING
- BIKING
- RIDE PUBLIC TRANSPORTATION
- DRIVE HYBRID VEHICLES
- DRIVE ALTERNATIVE FUELED VEHICLES

BE SURE TO LET **PATRICK MACCORMAC** KNOW IF YOU QUALIFY FOR THE MEETING DISCOUNT WHEN YOU PAY FOR THE MEETING.



ASHRAE TOUR

ROANOKE CHAPTER

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OCTOBER 2011

PRESENTATION AND TOUR - HVAC BIOINFORMATICS PHASE II



WEDNESDAY OCTOBER 18 AT 6:30

MEET IN LITTON REAVES HALL - ROOM TO BE ANNOUNCED

WANT TO KNOW MORE ABOUT HEATING, VENTILATION,
AND AIR CONDITIONING?

THERE WILL BE A PRESENTATION ON THE HVAC SYSTEMS INSTALLED IN THE BIOINFORMATICS PHASE II FACILITY AND ABOUT ASHRAE (AMERICAN SOCIETY OF HEATING REFRIGERATION AND AIR CONDITIONING ENGINEERS). THIS WILL BE FOLLOWED BY A MECHANICAL ROOM TOUR OF THE FACILITY.

FREE PIZZA WILL BE PROVIDED AT THE PRESENTATION.

FOR MORE INFORMATION CONTACT:

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