



# NorthEastAire

Volume LVI, Issue No. 2

December 7, 2023

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### November Meeting

Tuesday December 12, 2023

#### Meeting Topic:

Communication Skills Building

Ethan Becker

#### Tech Session:

No Tech Session this Month

(We will have a History Special Feature)

#### Where:

Embassy Suites Waltham

550 Winter Street

Waltham, MA 02451

#### Time:

5:30-6:00 Networking

6:00-6:30 History Special by Eric Edman

6:30-7:00 Plated Dinner

7:00-8:00 Main Meeting

#### Cost:

Members—\$50

Non Members—\$60

ASHRAE Student Members with RSVP—Free

Register: [ashraeboston.org](https://ashraeboston.org)



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Will Fisher  
FIA, Inc.  
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## BOSTON CHAPTER OFFICERS 2023-2024



## President's Message



President  
Will Fisher  
FIA, Inc

Greetings to all our members! I trust everyone had a wonderful Thanksgiving surrounded by loved ones. This is indeed a season for cherishing moments with family and friends. On behalf of the ASHRAE board, we extend our warmest wishes for a joyous and healthy holiday season.

Our November meeting was a special occasion, not just a routine gathering. It was a celebration of our collective achievements and a reflection of what we can accomplish together in pursuit of excellence and innovation in our field.

A highlight of the meeting was the presentation of Appreciation Plaques to our 2023 sponsors, a small token to acknowledge their immense contributions. This gesture represents our gratitude for their ongoing commitment to our cause.

As President of the ASHRAE Boston Chapter, I am deeply thankful for the opportunity to acknowledge their constant support and generous donations. Their role as sponsors transcends financial contributions; it significantly supports our mutual endeavor to promote the arts and sciences of HVACR for public welfare and professional growth.

Special recognition goes to our Platinum Sponsor, HTS, for their generous donation of \$5,000, a reflection of their leadership in fostering innovation and excellence. This contribution extends its benefits well beyond our local chapter.



Our Gold Sponsors – NV5, S.J Ginns Associates, Trane, RST Thermal, Victaulic, Buckley Associates, and ADC – have each contributed \$3,000, bolstering our efforts in important initiatives like Education & ALI, the ASHRAE Foundation's Endowed Research, YEA programs, and ASHRAE Scholarships.

Our Silver Sponsors – BR+A, APA, RWS, Accuspec, Fitzemeyer & Tocci, Sentrol, Emerson Swan, Buro Happold, Dynamic Air, RT Forbes, Siemens, and Preferred – have each contributed \$2,000, crucial in maintaining our mission's momentum. Their support sustains our general fund, vital for our monthly meetings, scholarships, and YEA events.

Over the past five years, the Boston Chapter has raised an impressive \$158,876 for the ASHRAE Research Fund. In the same period, the ASHRAE society has allocated nearly \$986,700 to our region, a direct result of your generosity. The Society-level RP Campaign has also benefited greatly, raising over \$2 million annually for research, the backbone of ASHRAE.

We were also honored with an outstanding presentation by a Harvard alumna – an architect, physician, and ASHRAE Distinguished Lecturer, Dr. Taylor. Her talk, titled "Engineers Are the Physicians of the Future," delved into her groundbreaking research at the intersection of health and the built environment. Her insights provided an innovative perspective, underscoring the pivotal role engineers play in shaping a healthier future.

Will Fisher  
ASHRAE Boston Chapter President 2023-2024

## ASPE/ASHRAE Joint December Meeting

### Communications Skill Building

Every year we continue to meet with our fellow engineers at Boston ASPE. One of our major needs between us is to build our communications skills. We are excited to present a local talented individual to present on this topic and welcome all of you to join us.

The ability to establish a strong collaborative, cohesive, and confident relationship with clients is a key skill for all HVAC and plumbing engineers. All of us can improve our communications skills. This educational presentation from Dr. Ethan Becker, second generation speech coach with THE SPEECH IMPROVEMENT COMPANY, INC., will teach, train, and coach participants to maximize their communication skills and ensure that they make strong impressions that represent the abilities of the organization in the best light. Topics will include connecting with architects, developers, and owners to present your value and build relationships that make it easy to do business. In this presentation, Dr. Becker will discuss communication techniques and tools that may be used during critical situations such as change orders, change requests from the architect or owner, and presenting yourself when interviewing.



Dr. Ethan Becker

Speaker: Dr. Ethan Becker (Ph.D., D.H.L., M.B.A., B.S.) , President & Executive Communication Coach

Ethan Becker, President, is a **second-generation speech coach and trainer** with The Speech Improvement Company. He holds multiple degrees in communication and travels the globe coaching and training leaders of countries, companies, and people at all levels of organizations on how to be more effective and comfortable with their communication.

He is a co-author of the international best-selling book *Mastering Communication at Work*, which is published by McGraw-Hill Education. Ethan has developed and delivered powerful customized motivational training programs on various topics related to communication worldwide. In addition to group work, he serves as a trusted advisor and coach to many.

Ethan compliments his private coaching techniques with a unique group training style. Topics for which Ethan brings expertise include executive communication, leadership and management communication, presentation skills, On-camera presence, media training, sales communication, virtual presentations, motivational speaking, persuasion, negotiation, and dealing with conflict.

#### **Experience:**

In addition to helping business partners throughout the United States, Ethan has significant international experience. He has lived in Kuala Lumpur, Malaysia, where he immersed himself in the Asian culture conducting research, training, and coaching for C-level executives throughout the region. Also, Ethan has coached and presented in countries such as Japan, China, Australia, Singapore, England, Ireland, Italy, Indonesia, and Korea. This experience provides him with valuable international and cultural perspectives, which he brings to his clients.

Ethan has taught at and helped such organizations such as Harvard University, Boston College, Johns Hopkins University, Apple, Google, The United States Army, Boston Scientific, The Central Bank of Malaysia, The New York Giants, Bain Capital, Sony Music, YouTube, Amazon, Biogen, Olympus, Forrester Research, the FBI, UKG, LogMeIn, Genzyme, Biogen, State Street, and IBM and thousands of others. He has also coached countless individual executives, leaders, managers, politicians, celebrities, and other clients from around the world.

#### **Education:**

Ethan holds a doctorate in psychology, Ph.D., from the Harold Able School of social behavior and sciences at Capella University, with a focus on industry and organizations. He also holds a second doctorate in humane letters, DHL, from Fitchburg State University, a Masters of Business Administration, MBA, from the school of business and technology at Capella University, with a dual focus on International Business communication and Leadership, and a BS in mass communication.

# Welcome New ASHRAE Boston Members

We welcome those that joined our chapter in the last Month!

- Joseph Maser
- Eric Bentz
- Benjamin Goldberg
- Gregory Sine
- Maharshi Pathak
- Matthew Halley
- Jim Walton

## YEA Update

Thank you to all who came out to the YEA Pickleball event. The event was well attended, a huge success, and lots of fun was had! Please be on the lookout for the next event to come after the holidays. I hope everyone enjoys the holiday season with your friends and family. If there are any questions, inquiries about volunteer opportunities, any suggestions for future events, please reach out to Matt Hallock at [mhallock@apav.com](mailto:mhallock@apav.com).



## EMPLOYMENT ADS FOR SALE!

Is your company hiring? Your employment ad could be here next month! Purchase an employment ad through the Boston ASHRAE Chapter and get your ad seen by all of our readers and members. \$500 gives you one full month of advertising. ASHRAE Boston will post your employment ad on the Chapter website for one month, on all social media platforms one time (LinkedIn, Twitter, Facebook), and print a full page ad in one month of NorthEastAire which is sent by email to over 1,000 members! Reach out to the Newsletter Editor, Josephine Wendroth, [jwendroth@cmta.com](mailto:jwendroth@cmta.com), if you have questions or want to purchase an employment ad.

Presidential Award of Excellence



Boston Chapter - 2023-2024

Chapter Members	Membership Promotion Points	Student Activities Points	Research Promotion Points	History Points	Chapter Operations Points	Chapter Technology Transfer Points	Government Affairs Points	Electronic Communications Points	YEA Points
<u>1040</u>	<u>1350</u>	<u>535</u>	<u>20</u>	<u>75</u>	<u>290</u>	<u>200</u>	<u>200</u>	<u>0</u>	<u>1100</u>

Steve Tafone, Vice President of Engineering at Suffolk Construction, was featured in the company’s “Forty Stories” series. Steve also served as the president of ASHRAE Boston.

Read more about Steve here:

<https://www.fortystories.suffolk.com/36-steve>



ASHRAE Boston & StarChapter Partnership Announcement

We're thrilled to announce that ASHRAE Boston is now collaborating with StarChapter, a leading cloud-based association management software. This partnership aims to streamline our operations and enhance member engagement. Explore our newly revamped website!

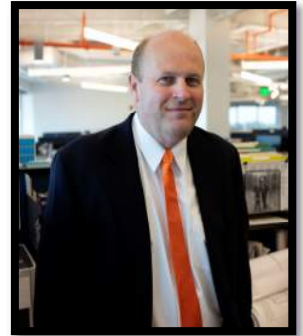
[www.ASHRAEboston.org](http://www.ASHRAEboston.org)

Key Benefits of StarChapter:

1. **Automated Membership Management:** Simplify tasks like tracking renewals, collecting dues, and sending reminders.
2. **Event Management:** Efficiently plan, promote, and manage events for better organization and success.
3. **Website Management:** Enhance our online presence with easy-to-use website design tools.
4. **Payment Processing:** Facilitate seamless payments for dues, event registrations, and more.
5. **Insightful Reporting:** Access analytics on membership, events, and website traffic for informed decision-making.

## Historical News

### Eric Edman



Eric Edman  
Historian

The historical team sends holiday greetings to each of you.

Sometimes it's fun to look back at odd events from years gone by. Let's travel back in time to 2020 Christmas and holiday season.

I was just released from COVID quarantine on Christmas Eve! Dinner with people was great. For the first time in most of our lives, it was a challenge to gather in large groups. We enjoyed our close family, the peace and quiet. We looked out for our neighbors in a whole new way. Luckily, we had an ample stock of precious goods (toilet paper). How about that non-existent traffic? One could park about anywhere downtown (best gift ever).

Flashback to my childhood. I can recall my German grandparents telling me of holidays during the war when people had NOTHING. An apple or pear was a BIG thing. This was of course post World War 2 German reality. This makes me think of the conflict in Ukraine and Gaza, and the innocent who are suffering. I will be deeply grateful during this season that I have my family in good health, all of you as friends, a roof over my head, and a heating system that works on the coldest of days.

May each of you find peace this season. Shalom is such a beautiful word in many languages.

Happy Holiday season to each of you, and our best for 2024.

## Research Promotion Update

Thank you to our members and companies who donated to ASHRAE Research Promotion in November:

Individuals (asterisk denotes honor roll contribution of \$150 or more)

Scott Havey  
Will Fisher  
David Kirschner\*

Companies

Mitsubishi Electric Trane

Since 1919, ASHRAE has supported research to improve the quality of life. ASHRAE Research impacts the industry by improving the way HVAC&R systems work, how they are applied, and allow development of technical information to create standards and guidelines, which serve as the basis for testing and design practices around the world.

Your donations support this research. If you would like to donate, go to [ashrae.org](https://ashrae.org) and click Make a Gift. Be sure to choose Boston in the ASHRAE Chapter box.

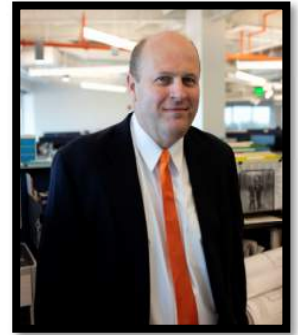
Lance Brown

2023-2024 Research Promotion chair



# History Special Feature

By: Eric Edman - BR+A



Eric Edman  
Historian

Holiday greetings,

At the November meeting one of our longtime, more active members suggested we research and write about a topic. This topic is quite timely for the holiday season as well. The topic is Candy- one of our favorite things about the holidays if you ask most. Let's begin with one local historical favorite: The Schrafft's Chocolate factory.

Many of us know the historical sign (photo below) attached to the old building in Sullivan Square in Charlestown. It is a familiar local landmark to many of us who commute from New Hampshire and the North Shore on I-93 into Boston every day.



2023 Schrafft's Chocolate  
Factory- Charlestown, MA

Schrafft's was originally founded in 1861 as a candy company by William F. Schrafft in the Back Bay area on Clarendon Street. In 1861, he introduced Jellybeans to America and requested that customers send them off to Civil War soldiers. This was one of the earliest documented public efforts made to support our troops. Many other Boston based candies made it to the Union troops. The Necco wafer is another classic for all you history buffs that was actually put into military rations. With all of this candy being made, Boston and Cambridge became known as the candy capital of America, and Confectioners Row was created. There were as many as 17 major companies manufacturing sweet treats around here! As business grew, the factory was built. The Schrafft Candy Company was a candy, chocolate, and also a cake company headquartered in Sullivan Square, Charlestown, Massachusetts by 1928. This went on to become the largest candy and chocolate factory in New England.

The historically significant neon sign is a major landmark in Boston. It was among one of the largest neon signs made at the time and had to be specially made to deal with cold winter weather. The factory, as originally pictured below, was constructed in 1928. It closed in the mid 1980's and has been redeveloped for business accommodation.

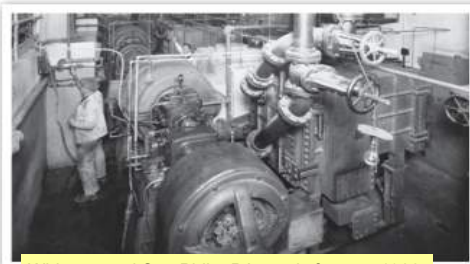
So now that you have a sweet tooth snapshot of some candy history, lets focus on some HVAC. This is ASHRAE after all. So, the next question is what went on in the 1920's? Think about that for a minute- that is 100 years ago. Chocolate could not have been made in the summer months without the advent of a certain machine that changed ALL our lives. In May 1922, Willis Carrier unveiled his single most influential innovation: the centrifugal refrigeration machine (the "chiller" as most call it). Over the next decade, the centrifugal chiller would extend the reach of modern air conditioning from printing plants (where Carrier started) to textile mills, candy factories, and pharmaceutical labs to the revolutionary work of ensuring human comfort in movie theaters, high rises, department stores, offices and homes.



Photo from 1928

Carrier made many new patents. Centrifugal chillers provided affordable, safe, and efficient cooling. The first Centrifugal chiller sale was made to longtime customer William F. Schrafft and Sons Candy right here Boston. The honor of the first installation went to Philadelphia candy manufacturer Whitman & Son.

Soon other elements of modern air conditioning evolved. Carrier partnered with three large fan manufacturers and in May 1923 founded the Aerofin Corporation. Aerofin offered a lightweight, brass and copper alternative to bulky cast-iron heat exchangers.



Whitman and Son Phila, PA candy factory, 1928

Schrafft's Chocolate Company and the Carrier Company both prospered thru the great depression years. Yes, times were tough, but the fundamental advent of mechanical cooling created the opportunity for year-round business for the Boston candy barons.

Of course, we extend a hearty happy holiday season to all of you, and the prospects for a great New Year. We hope you find this special feature truly something to think about the next time you drive by that historical sign in Charlestown. Boston is steeped in history, and we are fortunate to have a huge part in the making of that.

Peace to you and yours. -Eric

# Battle Rankings

**Membership Battle Update - These employers have had the most new members join since September 12th.**



**Multiple tied for Second**



## Government Affairs Committee Update

**Boston will not join Massachusetts gas ban pilot.**

Boston's mayor says the city won't pursue joining Massachusetts' pilot gas ban program, saying she has received "[clear indications that Boston would not be chosen](#) for the one available spot." (*Boston Globe*)

## SAVE THE DATE

**58th Annual Golf Outing at Pinehills Golf Club on May 13<sup>th</sup>**

The people of Boston ASHRAE have spoken. Year in and year out the Boston ASHRAE golf tournament sells out within hours of going public for registration. ASHRAE and the golf committee is dedicated to get as much participation from its members, so we are doubling in size and moving the tournament down to Pinehills Golf Club in Plymouth, MA. Save this date and look out for emails early in 2024 for updates on registration period and day of event schedule. Companies are encouraged to look into Boston ASHRAE yearly sponsorship donations opportunities to see what benefits come with the donation in regards to the golf tournament. If there are any ideas that society members have to make the tournament more enjoyable, feel free to reach out to the golf chair, Matt Hallock, to see if we can accommodate the request. Any and all help in planning the event and day of operations is greatly appreciated, so please also reach out if you are willing to help out in any form.



We are seeking any older printed Northeastaire Newsletters of any year. We would be grateful for your donation. We intend to scan these and save them for historical purposes. We can arrange to pick these up or meet somewhere to make an exchange. Please call, or email. We thank you in advance.

Contact:  
Eric Edman  
eedman@brplusa.com  
W 617-925-8325  
C 617-548-7054

# Thank You to our 2023 Corporate Sponsors!

**PLATINUM SPONSORS**

The Platinum Sponsors section features three logos. On the left is the **DXS** logo, with 'DX' in blue and 'S' in green with blue diagonal stripes. In the center is the **HTS** logo, consisting of a blue square with a white diagonal line and the letters 'HTS' in white. On the right is the **CONTROL TECHNOLOGIES** logo, with 'CONTROL' in blue and 'TECHNOLOGIES' in a stylized blue font.

**GOLD SPONSORS**

The Gold Sponsors section features six logos. On the left is **Buckley Associates** with a deer logo. In the center is **ADC AIR DISTRIBUTION CORPORATION** (Manufacturers' Representatives & Distributors). To the right is **RST THERMAL**. Below these are **S. J. GINNS ASSOCIATES** (HEATING & AIR CONDITIONING EQUIPMENT) with a red shell logo, **TRANE** with its red circle logo, **Victaulic** with its checkmark logo, and **N|V|5** in blue vertical bars.

**SILVER SPONSORS**

The Silver Sponsors section features ten logos. At the top left is **SENTROL INC.** (Sensor & Control Solutions). Below it is **Dynamic Air Corporation**. In the center is **ACCUSPEC INC.**. To the right is **BRA+**. Further right is **RT FORBES** (Cooling Tower Sales & Services). At the bottom left is **FITZMEYER & TOCCI ASSOCIATES, INC.**. Next to it is **SIEMENS**. To the right is **EMERSON SWAN** (A Swan Group Company). Below that is **PREFERRED UTILITIES MFG CORPORATION**. To the right is **BURO HAPPOLD**. On the far right is **RWS**.

# EVENTS CALENDAR

Date	Location	Event Information
September 12	Gillette Stadium	Mechanical Tour and Dinner
October 17	Embassy Suites Waltham, MA	The Future of Refrigerants
November 8	PKL South Boston	Pickleball Event
November 14	DoubleTree Cambridge, MA	Engineers are the Physicians of the Future
December 12	Embassy Suites Waltham, MA	Joint Meeting w/ ASPE The Speech Improvement Company
January 9	DoubleTree Cambridge, MA	Energy Policy from an Engineering Perspective
February 13	Embassy Suites Waltham, MA	
March 13	DoubleTree Cambridge, MA	Joint Meeting w/ AEE
April 9	Quincy Marriott Quincy, MA	Product Show
May 13	Pine Hills Plymouth, MA	ASHRAE Golf Outing
June 11	TBD	Installation Of Officers

Boston Monthly

YEA Events

Joint Meetings

Special Events

[Boston ASHRAE Facebook](#)



[Boston ASHRAE](#)



[Twitter](#)



\*The calendar is subject to changes, please see the [ASHRAE Boston Chapter website](#) for the most up to date information!

