

March 9, 2011

Dear ASHRAE Chapter Member ,

As two of the individuals charged with the leadership of the Wisconsin Chapter of ASHRAE, we are reaching out to you to help us re-energize the membership and participation.

We have noticed a significant drop-off of attendance by our members over the last few years, and want to understand why you and the professionals that work with you are not participating. We are missing the leaders of our profession, the experienced and knowledgeable professionals, and this keeps our Chapter from being whole. We cannot influence the younger members if the senior members are not attending.

We average about 35 members per meeting, out of a membership roll of about 380 assigned "active" members – that's less than 10 percent of our rolls. That is not a very encouraging number for the future of the organization and for the future of our area's professional education, networking and the development of our core knowledge, for both new and experienced members.

Where are we missing the mark?

- Are there better times or locations for the meetings?
- Are there more relevant meetings and topics?
- How can we provide more meaningful professional training/technical sessions?
- How can we provide more opportunities for the professional credits you need?
- Are the right people from the market/industry attending? Are we missing participants like the real estate/property managers, the facilities managers, schools or institutions?
- Do you want to hold joint meetings with other professional organizations like SMACNA or PMCA?

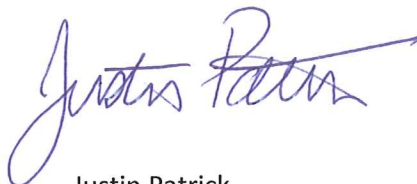
Please take a few minutes to respond to our survey, and to let us know what is preventing you from attending – we need you to help us make the Wisconsin Chapter 48 in Milwaukee better!!!

Thank you and Best Regards,



James Burke

President



Justin Patrick

President - Elect

Survey:

1. We have held our meetings at the following locations. Please rate them in order of preference and please include any other locations that you think would be better suited for our purposes (1 best, 5 worst):

| Venue | Location | Purpose | Rating/Comments |
|------------------|----------------------|-----------------|-----------------|
| MSOE | Todd Wehr Auditorium | Routine Meeting | |
| Aliotos | Dining Hall | Routine Meeting | |
| Joey Buona's | Upstairs Dining Hall | Routine Meeting | |
| MATC | Auditorium | Routine Meeting | |
| Charcoal Grill | Dining Room | Routine Meeting | |
| Mo's Irish Pub | Wauwatosa | Holiday Party | |
| Intercontinental | Downtown | Holiday Party | |
| Ale House | Downtown | Holiday Party | |
| Discovery World | Facilities | Tour | |
| Miller Coors | Miller Inn | Tour | |
| UW Milwaukee | | Tour | |

2. The following topics have been presented in the last year. Please rate them and provide us with topics that you would like to see (1 best, 5 worst):

| Topic | Type | Rating/Comments |
|-------------------------------------|------------------------|-----------------|
| UWM Dashboard | Tour | |
| Energy Recovery Ventilators | Technical Presentation | |
| ASHRAE Standard 189.1 | Distinguished Lecturer | |
| State Code Refresher | Technical Presentation | |
| MillerCoors Ammonia System | Tour | |
| Research Promotion Seminar | Seminar | |
| Chilled Beams Tour Madison | Tour | |
| Discovery World Tour | Tour | |
| Non-chemical Water Treatment | Technical Presentation | |
| Campus Utility System | Technical Presentation | |
| Commissioning | Distinguished Lecturer | |
| Focus on Energy | Tour | |
| WE Energies - VPP | Tour | |
| Poor duct design | Technical Presentation | |
| Refrigerant Phase-out | Technical Presentation | |
| JCI Headquarters LEED Certification | Tour | |
| Facility Manager Presentation | Technical Presentation | |
| Refrigeration - Gorton Foods | Technical Presentation | |
| BIM Requirements | Technical Presentation | |
| Wireless DDC Technology | Technical Presentation | |
| Sprecher Brewery | Tour | |
| Picnic and Scholarship Golf Outing | | |