

**SWF ASHRAE Chapter MEETING ANNOUNCEMENT**  
**DATE: WEDNESDAY, JANUARY 9**  
**LOCATION: TOWN CENTER AT PELICAN PRESERVE, MAGNOLIA ROOM**  
**(JUST EAST OF I-75 OFF COLONIAL BOULEVARD)**

**TIME 5:00 – 6:00 BOARD OF GOVERNOR’S MEETING**  
**5:45 – 6:45 SOCIAL HOUR**  
**6:45 – 8:30 DINNER MEETING AND MAIN PROGRAM**

**COST: \$30.00 PER ATTENDEE – RESERVATIONS ARE A MUST**  
Register and Pre-Pay on our chapter website [www.swflashrae.org](http://www.swflashrae.org)  
Or RSVP to Stacey Perkins at Trane: 239-275-9420

**MAIN PROGRAM – GREATER EFFICIENCY TODAY, BLUE SKIES TOMORROW: *INNOVATION FOR A SUSTAINABLE BUILT ENVIRONMENT***

**BACKGROUND:** President Peterson, like many of you, became an engineer and joined ASHRAE because he wanted to help make a difference. ASHRAE members are fortunate to be able to work with some of the best and brightest minds in our field to advance the built environment. The synergistic energy of ASHRAE members working together, sharing ideas, and advancing the standards of practice provides tremendous value to our members and the public.

Everybody is affected in one way or another by buildings – we are born in them, we live in them, we work in them, and in many cases we are healed in them. Collectively through our work, we have been able to provide comfortable, healthy and safe buildings that have substantially improved the quality of our lives.

On the flip side, the energy consumed by these buildings is helping fuel a new crisis – a crisis of global energy availability and increasing greenhouse gas emissions. And in the words of Stanford Economist Paul Romer, “a crisis is a terrible thing to waste.” Because ASHRAE has such tremendous strength in the technical knowledge of its membership, President Peterson views this crisis is a tremendous opportunity for ASHRAE - an opportunity to show the world we can provide the innovation needed to substantially reduce energy consumption in the built environment.

**GUEST SPEAKER: KENT PETERSON, P.E., 2007 - 2008 ASHRAE PRESIDENT**

Kent W. Peterson, P.E., Fellow ASHRAE, is vice president and chief engineer of P2S Engineering Inc., Long Beach, California.

As ASHRAE’s president, Mr. Peterson directs the Society’s Board of Directors and oversees the Executive Committee. Through his theme, *Greater Efficiency Today, Blue Skies Tomorrow*, Mr. Peterson emphasizes innovation in the quest for sustainability in the built environment. He notes that “energy efficiency should always be the elegant alternative to fuel consumption.” As such, he encourages ASHRAE members and the industry to be more innovative in their thinking, more daring in their creativity, and more dedicated to their pursuit of best practices that will dramatically improve building energy performance.

Mr. Peterson has served on the Board as president-elect, treasurer, vice president, and Region X director and regional chair. Past service includes chair of Technology Council, Members Council, the Advocacy Committee, the President-Elect Advisory Committee the ASHRAE Learning Institute Board of Trustees, the Finance Committee, the Planning Committee, the Region-at-Large Transition Committee and the Student Activities Committee.

Mr. Peterson was president of the Orange Empire Chapter. He is a recipient of the Exceptional Service Award and the Distinguished Service Award.

He was awarded a bachelor of science in mechanical engineering from California State University at Long Beach.

Mr. Peterson resides in Cypress, California, with his wife, Carolyn, and three sons.



**Directions:**

From I-75, Exit 136 (Colonial Blvd) East 1.3 miles to Treeline Ave.

Right on Treeline Ave. 0.6 miles to left on Pelican Preserve Blvd.

Through Gatehouse (Tell Attendant you are part of the ASHRAE Meeting at the Magnolia Room)

Take 1<sup>st</sup> right out of the Roundabout onto Veneto Drive

Take 2<sup>nd</sup> right into the Towne Center parking lot

Magnolia Room location is indicated by the Yellow Arrow

Lawrin Ellis Cell: 239-839-9698