



**FORT WORTH CHAPTER
AMERICAN SOCIETY OF HEATING, REFRIGERATING AND
AIR CONDITIONING ENGINEERS**



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SPEAKER

Jolly Ole' Man with a white beard, red suit
shouting

“On Dasher, on Dancer, on Prancer, on
Vixen,

On Comet, on Cupid, on Donder, on Blitzen

In his sleigh being led by the infamous

Rudolph. **MERRY CHRISTMAS TO
ALL AND TO ALL A GOOD NIGHT.** “



No Chapter Meeting

Christmas Holiday

Preparing for the
Winter Party

*Note: Please forgive the timeliness of this issue.
At the time of publication there was an
unexpected death in my family and I had to fly to
California,,,, then the holidays hit. No excuse,
just the facts. Thank you.*

Gina Akers

CHAPTER MEETING/PROGRAM – Minutes

Meeting called to order at 12:01 p.m. by David James, Chapter President.

ASHRAE DRC for Region 8 Ken Fulk (from the Dallas Chapter) stopped by and visited with us prior to the technical session and let the Chapter know where ASHRAE was headed in the upcoming years. He reviewed Terry Townsend speech on net zero buildings and reconfirmed ASHRAE’s goal of net zero buildings.

New Business:

- Reminder: There will not be a December Meeting and the Winter Party will be on January 24th at Joe T’s.

Technical Session Minutes:

David James introduced our speaker:

Speaker: Jeff Crilley

Program: HOW TO OBTAIN FREE PUBLICITY

Biography: Jeff Crilley is an Emmy Award winning TV reporter in Dallas. During his 20 years in television news he has made hundreds of national news appearances including CNN, CNN Headline News, FOX News, The Discovery Channel, Good Morning America and The CBS Early Show.

He has been recognized by his peers with dozens of national and regional awards including the Emmy, the National Headliners Award, the Edward R. Murrow Award, the Thurgood Marshall Award and in 2004 was named by the Texas Associated Press, "The Best TV Reporter in the state."

As a general assignment reporter he covers a wide range of topics from presidential elections to Spam cooking contests at the State Fair. His day-to-day news gathering experience has given him special insight into what the news covers and why.

Synopsis: Jeff gave us an excellent visual demonstration on why people should not use press releases to make announcements. We gave everyone that attended bottles soapy water and encouraged us to fill the air with bubbles. He then went on to point out that the bubbles that popped were the press releases that didn’t make it past the first desk. Jeff recommended that we utilize Google to find out whom we should send our information to and to utilize the phone to contact them.

Closing:

David James adjourned the meeting at 12:57 p.m.

2008 – 2009

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