



ASHRAE London Chapter Presents:

WILLIAM J. COAD, P.E.

McClure Engineering Associates
St. Louis, MO

**ASHRAE PAST PRESIDENT
ASHRAE Distinguished Lecturer**

The Ethics and the Economics of Energy Conservation

This talk explores the economics of energy conservation and the failure of economic alternatives in the search for more energy conservative buildings and machines. Then, based upon this observation an alternative perspective leads to the conclusion that energy conservation is an ethic, and if this ethic is embraced by those who practice in the energy sciences, the inevitable result will be improved system performance, energy conservation and economics.

William J. Coad is a principal and immediate past Chairman and CEO of McClure Engineering Associates, a mechanical and electrical consulting engineering firm. He has been with the company for forty years engaged in the design and analysis of all aspects of building systems and as a principal of the company. He is also on the Board of Directors of Mestek Corporation of Pittsburgh and of Exergen Corporation of Boston. He was an affiliate professor of mechanical engineering at Washington University teaching graduate level courses in HVAC systems for 29 years. He was the 2001-02 President of the American Society of Heating, Refrigerating and Air-Conditioning Engineers.

Mr. Coad has authored two books and over one hundred articles and papers on various aspects of building systems and energy engineering. He and his firm have been pioneers in the development of computer programs for building energy analysis, cogeneration systems, well water source heat pumps, one-pipe chilled water systems, and variable flow chilled water systems. He has been active in technical, professional, and civic organizations and has received numerous awards for his technical contributions, including ASHRAE's highest award for technical achievement, the F. Paul Anderson Award.

**Event Will Be Held April 24, 2006 At The Lamplighter Inn
591 Wellington Rd. S., London, ON**

Social Hour 5:00PM to 6:00PM

Dinner At 6:00PM

Lecture To Begin At 7:15PM – Duration Approx 1 Hour

London Chapter Members = \$25.00

Students = \$10.00

Pre-register with payment before April 14/2006 = \$30.00

send cheque made out to ASHRAE LONDON to:

Union Gas Limited c/o Ms. Noreen Dockstader

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Others at the door = \$35.00

