NEWMAN CONSULTING GROUP

Profitable Ideas for High Performance Buildings Since 2002

"I'm an Engineer – Not a Salesperson"

How developing sales savvy will help you get, keep and grow in your job as an engineer

ASHRAE DL, University of Western Ontario, London, ONT – 03/25/19

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James L. Newman

CEM, LEED AP BD+C, ASHRAE OPMP & BEAP

ASHRAE
- Trainer, ANSI/ASHRAE/IESNA Energy Standard 90.1
- Corresponding Member, Air-to-Air Energy Recovery Technical Committee and Operations and Maintenance Technical Committee
- Past Vice-Chair, Industrial Air Conditioning Technical Committee
- Member, 2008 Energy Position Committee
- Distinguished Service Award, 2012, 2013
- Past Board Member; Distinguished Service Award (Local), 2005

BUILDING OWNERS & MANAGERS ASSOCIATION (BOMA)
- Member, Energy & Environment Committee (National)
- Past Judge, TOBY Awards (The Office Building of the Year - Local)
- Chair, Sustainability for Savings Committee (Local)

BUILDING OWNERS & MANAGERS INSTITUTE INTERNATIONAL (BOMI)
- Trainer, High Performing Buildings

ENGINEERING SOCIETY OF DETROIT (ESD)
- Distinguished Service Award, 2007; Fellow, 2010
- Member, Construction & Design Committee

U.S. GREEN BUILDING COUNCIL (USGBC)
- Founding Member, Detroit Regional Chapter
- Past Board Member; Distinguished Service Award (Local), 2008
- Past Chair, Public Policy/Advocacy Committee (Local)

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The Way It Used To Be

Tufts University Mechanical Engineering Department

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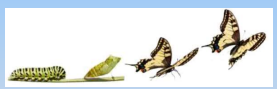
Why Do People Change?

"It's not the strongest who survive, nor the most intelligent – it's those most adaptable to change." Charles Darwin



- Stay flexible
- Try new things
- Think outside the box
- Don't fear difficult moments
- Educate yourself – *continuously*

Growth comes from change – and so does survival!

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My Early Life

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It starts in school

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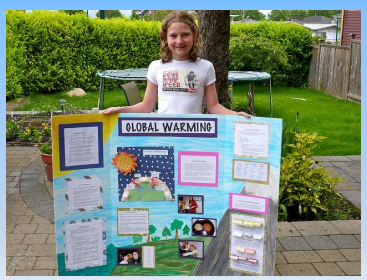
Selling Ideas



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Continues in Early Adulthood

How to get people to like you, "sell yourself":

- Be Polite
- Be Giving
- Offer something of value

8

*All things being equal, people do business with, and refer business to, people they **know, like**, and **trust**.*

Bob Burg

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The Interview Process

Each time you take the proverbial stage should be a treasured moment to perform at your best. Every day is a new interview, even if you've been on the job for 20 years. Each professional interaction is the opportunity to audition for something more, even if it doesn't seem obvious.

Josh Linkner

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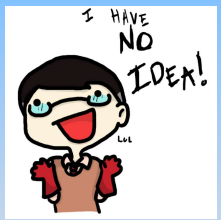
What to Know

- Know yourself
  - Your experience
  - Your skills
- Know your industry
  - Trends
- Know the company
  - Do your research!



Not WIIF<u>M</u>, but WIIF<u>T</u>!

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On the Job

- What Defines Success
  - Your skills
  - How you get along with others
  - How you can make the company better
- Professional Development
  - Take classes
  - Get involved

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Promoting

- Now What
  - Manage others
  - Professional development
  - Make the company better
- Always Interviewing
  - Be on time, be prepared
  - Demonstrate professionalism, curiosity, and focus

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Business Lessons from a Jazz Musician

- 3. Listening to those around you is more important than what you play yourself.
- 5. Expect surprises and adversity, since jazz (and life) is about how you respond and adapt.
- 6. Know your audience.
- 8. The best leaders are those that make others sound good.
- 10. Shy musicians are starving artists.

Josh Linkner, "11 Lessons From Jazz Musicians to Help You in Your Business" joshlinkner.com/2019/11-leadership-lessons-from-jazz-musicians/

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What You May Hear

"Do what you love, the money will follow."

"Follow your passion."

"The only way to do great work
is to love what you do."
- Steve Jobs

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Thoughts for Success

"The whole point of getting things done
is knowing what to leave undone."
- Oswald Chambers

"If you want more free time
you need more discipline time."
- Brendon Burchard

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"The greatest challenge we face today is failure to adapt to change"

Tim Wentz, ASHRAE President, 2016-17

For Further Information:

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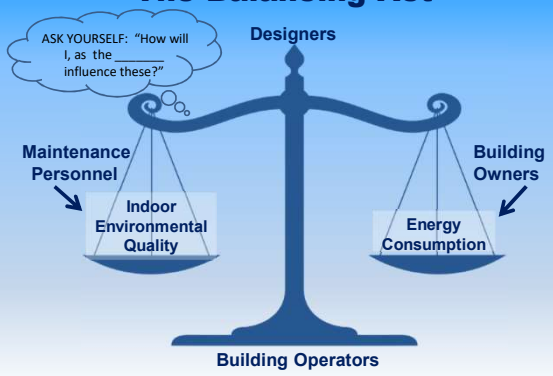
The Balancing Act



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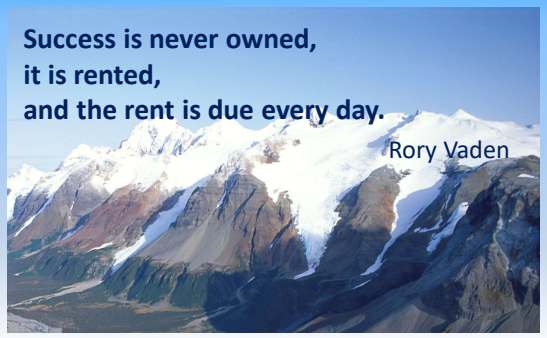
Success



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What do *you* think ??

Let's talk !!

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And Now –

A Bit of Engineering

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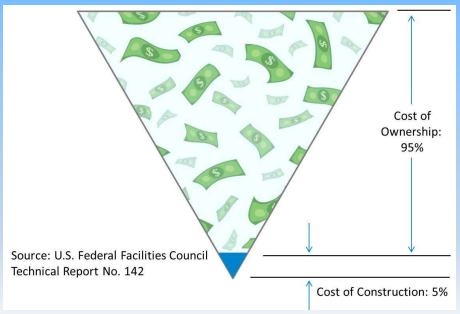
Cost of Owning a Building



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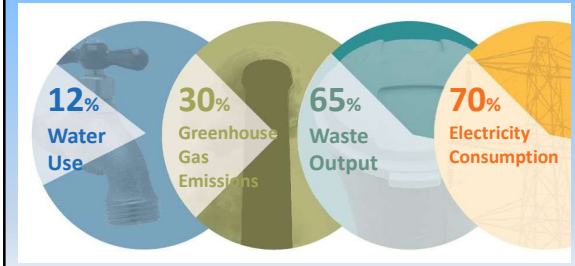
Major Building Impacts on Energy, Natural Resources and the Environment



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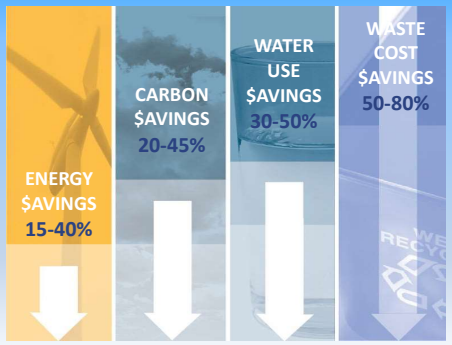
$avings of Green Buildings



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Why Be So Concerned about HVAC Systems?

HVAC is the "Heart and Lungs" of a Building

Don't compromise.

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What Happens to HVAC Systems as Time Passes?

Green

↓

Gray

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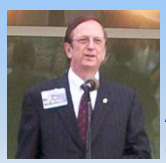
"Most buildings will lose up to 30% of their efficiency in the first three years of operation."



Bill Harrison,
ASHRAE Presidential Member
(Data based on Texas A&M Study)

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High Performance HVAC Benefits

Innovative Engineering and Design

- Increases Life of Building Equipment
- Improves
  - System Performance
  - Indoor Air Quality (IAQ)
  - Productivity

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High Performance HVAC Benefits

Innovative Engineering and Design

- Reduces (Or Maintains) First Costs
- Reduces
  - Energy Costs
  - Life Cycle Costs
  - Maintenance Costs

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Technology ≠ Performance

"An inefficient system run well can perform better than an efficient system run poorly."

- Newman

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"If You're Not Green –

You're Nuts!"

Albert Berriz, CEO, McKinley Inc.
DTE/ESD Energy Conference, 2012

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*"If you're not into 'do no harm,' if you're not into sustainability, if you don't care about the environment — **you ought to care about 30% return on investment**.*

This is not frou-frou. This is bottom line dollars.

Our owners are thrilled about sustainability … because obviously, it makes money."

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Where To Get Information - ASHRAE

- Procedures for Commercial Building Energy Audits
- Energy Conservation in Existing Buildings
- Standard Practice for Inspection and Maintenance of Commercial Building HVAC Systems
- Standard Measures of Measuring, Expressing and Comparing Building Energy Performance
- Preparation of O & M Documentation for Building Systems
- Sustainable, High-Performance O & M (2012)
- Advanced Energy Design Guides (AEDG)

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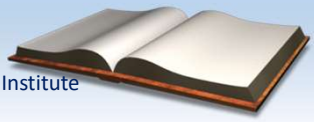
Where To Get Information - Other

- USGBC: LEED-EB: O & M Guidelines
  - Based on EPA Energy Star® Portfolio Manager, ASHRAE Energy Standard 90.1, Green Operations Guide
- BOMA: Preventive Maintenance & Building Operation Efficiency (2003)
- AIA - COTE
- IFMA Foundation: Sustainability "How-To" Guides
- EPA Energy Star
- PECI
- Rocky Mountain Institute



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References & Resources

www.ashrae.org
www.usgbc.org
www.wgbc.org (World Green Building Council)
www.aia.org/cote (AIA Committee on the Environment)
www.eren.doe.gov
www.sustainable.doe.gov
www.energystar.gov
www.nrel.gov (Renewable Energy)
www.rmi.org (Rocky Mountain Institute)

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References & Resources (cont.)

www.peci.org (Portland Energy Council – O & M Techniques)
www.greenseal.org
www.greenguard.org
www.fpl.fs.fed.us/ahrc/mold/mold-methods.html (Forest Products Lab)
www.ifmafoundation.org
www.NCGconsulting.us.com
www.leanandgreenmi.com

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So What Now?

- Use what you're learning today – never stop learning
- Think "Outside the Box"
- Keep up-to-date
  - ASHRAE Standards, LEED Guidelines
  - BOMA/IFMA/USGBC/ASTM, etc.
  - Government Regulations
- Join professional organizations
- Get a professional certification
- Be a teacher, not just a student

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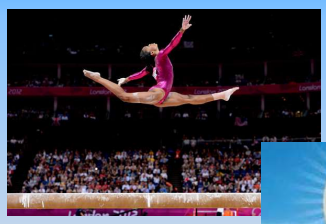
You Have To Be Flexible



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Become A Future ASHRAE Leader Write the Next Chapter In Your Career

ASHRAE Members who are active at their chapter and society become leaders and bring information and technology back to their job.

YOU ARE NEEDED FOR:

- Society Technical Committees
- Society Standard Committees
- Chapter Membership Promotion
- Chapter Research Promotion
- Chapter Student Activities
- Chapter Technology Transfer

Find your Place in ASHRAE and volunteer

www.ashrae.org/volunteer

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