



**Northwest
Florida
Chapter**

OCTOBER 2025

**2025-2026 Northwest Florida
Chapter Officers**

President

Shannon Holderfield-Brown
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Student Activities

Logan Bazo
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Membership Promotion

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Young Engineers in ASHRAE (YEA)

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Upcoming Events:

October 14, 2025: Distinguished Lecturer Mark Fly- Failure is the Option - How failure, perseverance, and positive attitude lead to innovation and success.

November 11, 2025: Luke Mepeddler- Gas Detection

November 13, 2025: NAS PENSACOLA, ASHRAE demo booth at the BLUE ANGELS HOMECOMING AIRSHOW. Schools from Mobile, Baldwin, Escambia, and Santa Rosa counties will be rotating through booths with hands-on STEM activities.

December 9, 2025: Distinguished Lecturer Pam Duffy- *Ethical Dilemmas in our Modern World*

January 13, 2026: Bill McQuade, President of ASHRAE- Healthy Buildings: Designing for Life

October 14th Monthly Meeting

(11:30am – 1pm Central) Pensacola Bay Center



Mark Fly -Failure is the Option - How failure, perseverance, and positive attitude lead to innovation and success. To invent, innovate and discover new concepts, processes or products we must push the boundaries of our knowledge and experience past where we are today. You cannot discover how far you can go without exceeding the limits and failing so that we know what the limits are. This presentation draws on the wisdom and experience of some the most innovative and successful figures currently and in history for wisdom on how to fail and win. This presentation will cover:

- Realize how failure leads to successful outcomes
- Know the difference between an acceptable and unacceptable failure
- Discover how to \"make your own luck\" through perseverance
- Understand how learning from others mistakes can make us more successful and allow us to learn from our own



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Society News

Proposed New Membership Model

The Ad Hoc developed the following new Membership Model to simplify and expand

ASHRAE's reach within the industry and around the world. The proposed model was approved by the Board of Directors on May 28, 2025. These proposed changes in ASHRAE's membership model will require amendments to the Society Bylaws.

ASHRAE members will

vote on the Bylaws amendments to finalize the proposed new model on the Spring 2026 ballot.

If approved by the membership, the new model will be effective July 1, 2027

Membership Promotion

Social Event at Oops Ally was a success! Thank you to all who joined us at this event!





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Government Affairs Update



September 25, 2025

Welcome to ASHRAE's Government Affairs Update! This bi-weekly publication features information on government affairs-related activities of interest to ASHRAE members and others interested in the built environment. **Archives of previous updates** are available from the ASHRAE Government Affairs Updates webpage.

This information may be shared with interested colleagues who may subscribe from the ASHRAE Government Affairs Updates webpage **by clicking here**.

- **Government Outreach**
- **Global Government Affairs**
- **U.S. Congressional Activities**
- **Federal Government Affairs**
- **State and Local Government Affairs**
- **Other News and Events**

If your ASHRAE chapter would like to highlight a specific issue or participation in local meetings with government officials in a future GAU, please share those stories at GovAffairs@ashrae.org.

Want to know more? Check out the ASHRAE Government Affairs page.

[Government Affairs](#)

Contact us with your Government Affairs information or inquire c130gac@ashrae.net