



**2020-21 ASHRAE President Charles E. Gulledge III, P.E.  
Congratulatory Remarks  
50th Anniversary of SAREK**

On behalf of ASHRAE and its more than 54,000 member around the world, I extend my best wishes SAREK on your 50<sup>th</sup> anniversary.

SAREK has consistently provided innovative technologies and resources to the global HVAC&R industry. Your strong legacy of serving the built environment community through research, technology development, and improving the status of engineers in building and industrial facilities is significant and commendable.

ASHRAE's society theme this year, "*The ASHRAE Digital Lighthouse and Industry 4.0.*" focuses on reimagining the building industry by not only integrating industry segments, but technology. Industry 4.0 and the Digital Age of Connection are changing almost every facet of the design, construction, and operation of built solutions.

We are learning how to connect knowledge and make it portable via one, single-truth, narrative. Data silos along the supply chain are being eliminated. We have the capacity to evolve from reactive fix, to predictive response. Connectivity allows us to engage all stakeholders from anywhere in the world, at any time, by anybody. The digital model becomes the database of all project knowledge for the life of a building.

This emphasis on connected knowledge is especially visible here your summer conference. This event allows leaders in the built environment an opportunity to come together to share ideas on novel building technologies that enhance environmental quality in buildings around the world.

To continue this great partnership, I'd like to invite you to join us for the 2021 ASHRAE Virtual Annual Conference taking place in June 28-30, 2021. Registration is open now at [ashrae.org/2021Annual](https://ashrae.org/2021Annual).

Congratulations on your 50<sup>th</sup> anniversary I hope you have a great conference.