hicago Chapter American Institute of Architects

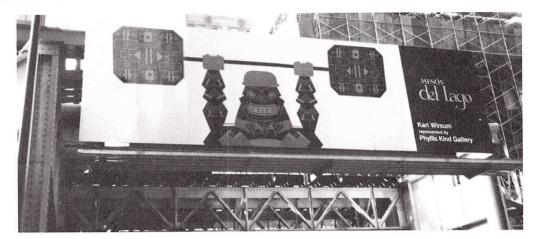
April 1984 Newsletter

# S IT REALLY WORTH THE MONEY?

In June of 1983, Chicago's tity Council passed a bill hich allowed the outdoor adertising firm of Foster & leiser to hang 10' X 36', lluminated billboards from the Chicago Transit Authoriy's elevated-train structure. 'he signs were to be erected over twelve intersections hich serve as ports of entry Under its nto the Loop. greement with the Foster & Cleiser division of Metromedia, Inc., the CTA was to eceive \$8,000 for each sign or 37.5 percent of the adverising revenue that the signs enerated every year, whichever is greater.

News of these billboards voked an immediate response of disapproval from the comunity. Among the more vocal roups was the Chicago Chaper, AIA, who, under the .eadership of 1983 president Bill Brubaker, led a battle gainst these visual intrusions. In a letter to Mayor Mashington, President Brubaker maintained that permitting these signs in the central rea was contrary to the Chi-:ago Chapter, AIA's efforts :o improve the image of the lowntown. Furthermore, he stressed that any short term nonetary gain which might be realized by such a project ould not justify the even-:ual price that would need to e paid to repair the damage rought by the unsightly lisplays.

President Brubaker's efiorts, combined with those of
numerous individuals and civic
groups, such as the South Loop
lanning Board, the Greater
state Street Council, Friends
of Downtown, as well as orjanizations such as the Chiago Architecture Foundation,
and the Chicago Central Area





What is the price for "beefing up" the CTA revenue?

Committee, resulted in a moratorium on the construction of the billboards.

On January 2, 1984, under mounting pressure, CTA Chairman Michael Cardilli reported that at his request Foster & Kleiser had agreed to halt construction of the signs in the Loop temporarily until the transit agency had heard from opponents of the project.

Ten of the contracted twelve billboards were erected over the weekend of February 11-12. Currently, each of the signs bears a reproduction of a painting by a professional artist with the name of the sponsoring business prominently displayed beside it. Although some may not consider these objectionable in their present form, it will certainly be but a short time before their true advertising objective is realized. Then Loop-bound motorists, as well as downtown's pedestrians, will be greeted

Continued on page 8

# FROM THE PRESIDENT

# Achieving Better Quality Control

The Quality Assurance Task Force has been meeting for the past three years on a regular basis for the purpose of developing ways to achieve better quality control in all aspects of architectural practice among Chicago Chapter member firms, and to encourage excellence of the architectural product. The objective is to serve the public interest by reducing errors in the design, documentation and construction of buildings. Participating architectural firms will be able to better control financial losses and help abate insurance premiums by reducing claims and lost time, and will help increase the goodwill of clients and the credibility of the profession through fewer errors and failures.

To achieve these objectives, the Task Force sponsors a Peer Review Program which conducts voluntary and confidential evaluations of a member firms' quality assurance activities. The purpose of these evaluations is to allow an outside team of three reviewers (all senior principals in member firms) to thoroughly investigate the actual working procedures of the firm and compare it with the firm's own criteria and goals, as well as minimum professional standards. A report is made which may contain observations of differences between the goals and practice of the firm and suggestions for correction or improvements. Only one copy of this report is made and is given to the participating firm to incorporate, publicize, or dispose of as it sees fit. The review team is sworn to confidential-There is currently a nominal fee of \$800 for this service to help defray secretarial and legal costs associated with the reviews.

Additional information may be obtained by contactint co-chairmen Frank Heitzman at 456-0300, Ext. 481 or John Gillan at 278-7701.

# The Institute - The Schools - And You

The focus of the Chicago Chapter in 1984 is the education of the architect. This leads me to comment on the role of the AIA, the schools, and the practitioner. The Chapter area encompasses the School of The Art Institute of Chicago, the University of Illinois, and Illinois Institute of Technology. If smoke stacks in Chicago are to be supplemented by a new knowledge-driven service industry, then the AIA, the schools, and the practitioner must work together to make it happen.

It may be obvious to some, but not enough, that money is the medium in which we operate. The AIA and the schools do not exist to create money, but money sustains them. That logic does not demean the search for knowledge, but it should describe the limits within which that search should be carried out. We all realize that any linkages will

be successful only if these linkages are based on educational programs of intrinsic academic value.

The schools must develop goals and execute them with distinction. If these programs are of value, there is basis for developing mutually satisfactory linkage.

In like turn, the AIA and the practitioner must work with the schools to better understand their own deficier cies and shortcomings as viewed by the schools. time is now for the Institute the schools, and the practitioner to better understand each other. We can, by working together, respecting each others' freedom and independence, and most importantly, by being concerned with each others' welfare bring this ideal to fruition. We have an opportunity to produce a society better equipped with ur. limited horizons for the twer ty-first century.

Thopas J. Eyerman, FAI+

# WAL: FRIEND OF CHICAGO ARCHITECTS

Year after year, the Women's Architectural League, through the diligence of their members and the generosity of their friends, have given thousands of dollars in financial aid to the future architects of our Chapter.

For the past twenty-five years, WAL has worked with dedication towards the goals of the AIA. Their steady and sure support has become indispensable to our Chapter.

On behalf of the AIA, I thank the members of WAL for their continuing, outstanding service to our profession, and join with them in looking forward to another twenty-five years of their fine work.

Thomas J. Eyerman, FAIA CCAIA President

# CHAPTER PROGRAMS

# **NAL** Honored at Gala

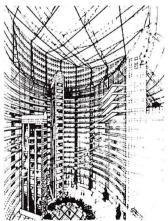
In honor of the 25th Annirersary of the Women's Archiectural League, the Chicago Chapter will host an "April Gala" at The Art Institute on

April 3.

The evening's activities vill begin at 5:30 p.m. in rullerton Hall with a lecture by Joseph Giovannini, architecture history and design vriter for the New York Times. Ir. Giovannini has worked as an architect, a consultant for Architecture Digest, and vas architecture and urban lesign critic for the Los angeles Herald Examiner.

At a reception in McCormlck Gallery following the
lecture, Victor O. Shinnerer
and Co. will present a grant
to the Department of Architecture in honor of the Women's Architectural League.
Cocktails will be served.
Following the presentation
quests will have an opportunlty to view "Chicago and
New York: More Than a Century
of Architectural Interaction,"
in Gallery 200.

# Jahn to Conduct Tour



Rotunda

On Wednesday, April 4, at 12:30 p.m., Helmut Jahn will conduct a tour of the new State of Illinois Building. Tour members should bring a hardhat, if possible, and

meet at the southeast corner of the site, Clark and Randolph Streets. The tour, sponsored by the CCAIA Design Committee, is limited to the first 30 reservations, which can be made by calling the Chapter office.

# Continuing Education for Young Architects

The final session of the Young Architects' Professional Development Seminar Series, "Exposure I: Elements of Architectural Practice," will be held on April 10 at 5:30 in the Chapter Board Room. This session will discuss "The Construction Process: What the Contractors Do With the Architect's Work." If you haven't signed up for the series, you may enroll for this program by remitting a check to the Chicago Chapter in the amount of \$7 for members, \$5 for students, \$14 for non-mem-The registration fee covers handouts, bibliographies, and refreshments.

# Integrating Art Into the Project

The Chicago Chapter Interior Architecture Committee, in conjunction with the School of the Art Institute, will offer a program discussing "Art in the Corporate Office." On Wednesday, April 18 at 5:30, in the offices of FCL, 225 N. Michigan, Mr. Joseph Rosen, vice president of ISD Incorporated, will speak on the process of selecting, acquiring, and cataloging a corporate art program.

Mr. Rosen, who was named 1983 Designer of the Year by Interiors Magazine, will present slides of selected art programs developed by ISD for corporate clients such as AT&T, Xerox, PPG Industries, Westinghouse, and R. J. Reynolds. Rosen, based in New York, believes firmly that "art should be integrated into the conceptual design

phase of all projects. The spiritual quality of art enhances the totality of the environment." To this end, "budgets must be formulated with art as a given." He believes that art "should never be positioned to a client as an investment but the indispensable element in the overall interior environment."

Reservations to hear Joseph Rosen are limited to 50. Please call the Chapter office with your wish to attend.



Joseph Rosen

Rosen was an early supporter of Jaime Ardiles-Arce, and was instrumental in commissioning the young and unknown Ansel Adams to make a series of photographs, now famous, of the California coast for the Bank of California project.

# **Advisory Council Set**

Over the past several months the Membership Committee has worked to form a Chicago Chapter Advisory Council which would exist to provide consulting services to Chapter members on legal matters, accounting, insurance, marketing, codes, and business planning. Members of the Advisory Council have now been selected, and will be introduced to the membership on Tuesday evening, April 24. Advisory Council services will be explained by Jeff

Continued on page 4

# **PROGRAMS**

Continued from page 3

Kutsche, AIA, Membership Chairman, and members of the Council will be available for informal discussion with individual members.

The program will be conducted at the Associates Building, corner of Michigan and Randolph, from 5:30-7 p.m. Sheldon Schlegman, AIA, of A. Epstein & Sons, Inc., and a designer with I.D.S., Inc. will address the members on the development of the Associates Building. Please call the Chapter office for reservations.

# 1984 Awards Program

Program brochures for the 1984 Chicago Chapter Awards are in the mail beginning the last week of March. You will want to note the following deadlines:

Distinguished Building Awards Intent to Enter: May 10, 4 p.m.

Distinguished Building Awards Entries: May 31.

Service Award Nominations: May 11.

Young Architect Award Nominations: May 1.

As part of the awards program exhibition, the CCAIA and the Department of Architecture at The Art Institute are organizing a slide show, "150 Lesser-Known Residential Buildings in Chicago." All types of housing built before 1959 and located in the greater Chicago area will be included. Each slide submitted to the Chapter office should have: your name, name of building, address, architect, and date of construction; please note if it has been demolished. Enclose a stamped, self-addressed envelope for returning slides. Deadline for submissions is April 15.

All entries will be viewed by a five-person jury; winning entries will be published in the AIA Awards exhibition catalog.

# CCAIA ADVISORY COUNCIL.

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Dennis Wolfe
D. A. Wolfe Associates
266-7350

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# CHAPTER WELCOMES NEW MEMBERS

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RANDALL FIELDING, DIRK DANKER
JAMES HALEAS, KURT HEZNER,
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ERT, W. STEPHEN SAUNDERS,
RICHARD SCOMA, LINDA SEARL,
JONAS STURAS, ALBERT TARGAGLIA, DANILO YANONG.

Congratulations to DARCY BONNER, MARINA HALDEMAN, WILLIAM LEUNG, RICHARD MOHR, LYNN ANN OLECHNOWICZ, MARY B. SWANSON who have received their license to practice architecture and have been upgraded to AIA membership.

## Associate

PAUL BODINE, DANIEL EHR-MANN, GEORGE GELIS, PATRIC GREENE, PAUL HAGLE, ROBERT SEKOWSKI.

# **Professional Affiliate**

DANIEL BORKOWICZ, CLYDE CASE, JR., PHIL CORNES, JAMES LEOPARDO, ETHEL SAMUELS, GARY VERNE, CHESTER WETTSTEIN.

# Student Affiliate

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## 984 FELLOWS NAMED







Gerald Horn



Yoshio Nakazawa

Chicago Chapter members enneth G. Groggs, Gerald orn, and Yoshio Nakazawa ave been advanced to the Intitute's prestigious College f Fellows, the highest honor he AIA can bestow on any ember. Fellowship in the .IA is conferred on members f ten years' or more good tanding who have made "notble contributions to the rofession in such areas as rchitectural practice, contruction, design, education, overnment or industry, hisoric preservation, literaure, public service, research, ervice to the profession, or rban design."

KEN GROGGS, president of roggs and Associates, Inc., as combined 22 years of arhitectural experience with ervice, both to the profesion and in community affairs. is support and development of oung architects has resulted n significant advancements n their careers.

At the national level, roggs fostered increased inolvement of architects in overnment, and played a major ole in recent changes in the rchitectural registration rocedures. His tenure with he National Council of Archiectural Registration Boards, nd his participation as a ember of the Illinois Archi ects' Licensing Board aided n the development of a more rofessional, objective examnation for all architects. is current role as a member

of the NCARB Intern Development Program Coordinating Committee is further testimony of his concern for the young professional.

Groggs record in public service includes being a member of the CAAC board of directors and a founding member of Chicago's first minority Community Design Center. As Director of Architecture for the Chicago Board of Education for five years he managed the largest rehabilitation program in the school board's history.

GERALD HORN, Director of Design at Holabird & Root was named a partner of the firm in 1979, and is responsible for establishing the design direction and character of each project. In the last six years, Horn has received National Honor Design awards for the Northbrook, Illinois 4A Telephone Equipment Building, restoration of The Chicago Public Library, and the Monsanto Environmental Health Laboratory in St. Louis. Projects winning local awards include Hollister, Inc. corporate headquarters and research and development facility in Libertyville, and the Health Sciences Building at Northwestern University/ Northwestern Memorial Hospital.

Horn's work has appeared in several architectural publications including 100 Years of Chicago Architects, L'Architecture D'Aujourd'hui, Progressive Architecture, Architectural Record, and the AIA

Journal.

He has recently been exhibited at the Graham Foundation, Cornell University, Museum of Contemporary Art, Chicago, Walker Museum of Fine Arts, Minneapolis, and Museum de Castelvecchio, Verona, Italy.

YOSHIO NAKAZAWA, president of Nakazawa Corporation, has contributed much of his time over the past 30 years of design and directing his own firm, to the fields of Science of Construction and Research. Nakazawa has five U.S. and Canadian patents for solving design problems for delivering vertical and horizontal laminar air flow for clean rooms, and developing the only integrated floor/wall/ ceiling modular interior system known.

Nakazawa's firm has been recognized by the AIA and the CACI for the General American Research Center in Niles; the U.S. Air Force's "First Honor Award" for the Avionics Science Building, Wright-Patterson AFB; and the AIA/NAVFAC "Award of Merit" for the Pipe Shop Facility, Naval Shipyard, Charleston, S.C. Since 1965, the Nakazawa Corporation has received ten awards for excellence of design and superior performance.

The Institute's 83 new Fellows will be invested into the College of Fellows on May 6 at the 1984 National Convention in Phoenix.

CALL FOR DELEGATES

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## CHICAGO AIA FOCUS

CHICAGO AIA FOCUS					
JOHN G. SHEDD AQUARIUM TOUR: By CAF, Il a.ml p.m., \$5 members, \$8 public, meet at main entrance, reservations required, 782-1776	2	WORKS IN PROGRESS: Bertrand Goldberg, Dunbar Furniture Showroom #837, Merchandise Mart, 8:30 a.m.  MEMBERSHIP COMMITTEE MEETING: noon, The Architects Partnership, 410 S. Michigan  GALA: In honor of WAL, The Art Institute, reservations required, \$35 per couple, \$20 per person, 663-4111	STATE OF ILLI meet at SE co to 30, 663-41 AIA/CSI SEMIN Rodney Michall 8-9:30 a.m., ( registration PLANNING & UR MEETING: 12: GRAHAM FOUNDA Wojciech Lesn 4 W. Burton P		
am photostat of sketch CENTRA	Meadow in Upper Park  L PARK Retouched by W. B. Van Ingen	WORKS IN PROGRESS: Neil Frankel, Vecta Contract Showroom #1168, Merchandise Mart, 8:30 a.m.  EXECUTIVE COMMITTEE MEETING: 8 a.m., CCAIA Board Room  EXPOSURE I: YOUNG ARCHITECTS SEMINAR: "The Construction Process," 5:30 p.m. CCAIA Board Room	YOUNG ARCHITEK 5:30 p.m., CC FLW HOME & STI TION LECTURE: Organic Archit Village, Ohio 7:30 p.m., Oal		
DEADLINE: Slides for "150 Lesser-Known Residential Bldgs. in Chicago  JOHN G. SHEDD AQUARIUM TOUR: By CAF, 11 a.ml p.m., \$5 members, \$8 public, meet at main entrance, reservations required, 782-1776	16	DEADLINE: Preservationist of the Year Award applications, information 366-9342	AIA/CSI SEMINA trol & Testing Wiss, Janney, Assn., reg. 66 PLANNING & URB 12:30, CCAIA B ART IN THE COR Rosen, 5:30 p. reservations n GRAHAM FOUNDAT Weeber, "The D 4 W. Burton, n		
	23	CCAIA BOARD MEETING: Noon, Board Rm.  WAL MEETING: Tour of Univ. of Chicago Mandel Hall & Robie House with Harold Hellman & John Vinci, followed by lunch at Faculty Club, \$10, tour at 10:30, lunch noon, reservations required 620-4527  PRESENTATION OF ADVISORY COUNCIL: 5:30-7 p.m., The Associates Bldg., no chg., reservations 663-4111	DR. DENNIS DOM Pederhans, 5 F Central Core,		
29	30	DEADLINE: Nominations for Young Architect Award			

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CALENDAR

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ETING:	DEADLINE: Interior Architecture Entries				
: Joseph :s, :4111	HISTORIC RESOURCES MEETING: Noon, CCAIA Board Room				
Carel b", 8 p.m.,	DEADLINE: IBD/Interior Design Mag. Competition entries, for entry kits & information 467-1950	ARCHITECTS IN GOV'T., INDUSTRY, ED- UCATION MEETING: Noon, Board Room	21		
25	26	27	28		
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f Walter wn Hall,  CACI SEMINAR: "The Personal Computer & Its Impact on the Growth of the Service Industries, 786-0111,E225  OLD RESERVOIR  NESERVOIR					
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MAP OF THE CENTRAL PARK, 1868.					
MAP OF THE CENTRAL PARK, 1868.					

# **WORTH THE MONEY?**

Continued from page 1

each morning by the Malboro man and Mrs. Peller's "Where's the beef?"

On February 16, four days after the billboards were constructed, Mayor Washington ordered their removal citing them as being in violation of city codes that required approval by the Department of Streets and Sanitation. On Wednesday, February 29, Circuit Court Judge Thomas P. Cawley issued a preliminary injunction barring the dismantling of the billboards until the issue had been resolved.

This ongoing struggle clearly demonstrates the need for the environmentally concerned members of the Chicago Chapter, AIA to be one the alert and continue providing a strong voice in matters which jeopardize the architectural integrity of our city.

Roger M. Seitz, FAIA

# THE ULTIMATE EXCHANGE

Two pivotal cities in American architectural history, Chicago and New York, are the focus of a major traveling exhibition now on view at The Art Institute of Chicago and continuing through July 29. "Chicago and New York: More Than a Century of Architectural Interaction," features exchanges between Chicagoans and New Yorkers that helped shape the American cityscape. More than seventy drawings, photographs, prints, models, posters, and architectural fragments trace the evolution of the skyscraper and the development of city planning, residential dwellings, suburban environments, and world's Highlights include two recent gifts to the Art Institute: Jules Guerin's rending of the famed Flatiron Jules Guerin's render-Building designed by Daniel Burnham in 1902, and Ralph Walker's design for the pro-

posed Tower of Water and Lightor the 1933 Century of Progress Exposition in Chicago.

The simplest level of exchange is that many architect lived, designed, or taught in both cities. Chicago's landmark Tree Studios were produced in the 1890s by the Brooklyn firm of the Parfitt Brothers. Louis Sullivan designed the Bayard-Condict Building for New York in 189' 98. Recently, the New York firm of Kohn, Pedersen, and Fox completed the 333 W. Wack building. The exhibition wil feature other types of interaction - colloborations between the two cities' architects as well as between architects and clients, typical architecture of one city adopted and adapted by the other, and the challenge of solving similar problems.

A 114-page catalogue will be published for the exhibit.

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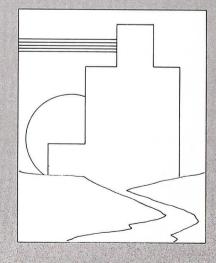
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# ne Focus Notebook

THE COMPUTER COMMITTEE will be nducting its third annual computusage survey during April. A ort questionnaire will be sent to ch CCAIA member firm during the rst week of April. The committee ks that all firms please particite regardless of level of computusage so that the survey results n aid the committee in addressing e needs of Chicago Chapter firms. ease return the survey form by ril 30....METZ TRAIN & YOUNGREN, C. has announced their move to e Railway Exchange Building, 224 Michigan, 60604, 939-0483..... NE SISCO, AIA has joined Bulley Andrews as vice president of siness development after a decade running Sisco-Lubotsky Associes, Ltd....DEADLINE for applicaons for the 1984 PRESERVATIONIST THE YEAR AWARD PROGRAM, sponsorby Chicago Coordinating Conferce on Preservation, is April 17. o awards will be presented: to a lunteer and to a professional, tive in their communities in the eld of preservation. Application rms are available from Jeanette elds, 559 Ashland Ave., River rest, IL 60305, 336-9342... member that the PRODUCT DISPLAY MPETITION entries for design of ique product displays within rticipating NEOCON 16 showrooms e due on May 15. The entry rms appeared in March and April sues of Interiors Magazine. Deil of competition appeared in the rch FOCUS.....The Institute of siness Designers & Interior Design gazine announce the 1984 CONTRACT TERIOR DESIGN COMPETITION. Enies will be accepted in 10 cateries and must be received at IBD tional Office, 1155 Merchandise rt, Chicago 60654 by Thursday, ril 19. Projects must have been npleted in the past two years. ards will be presented on June 12 inciding with the opening of 200N l6 & published in the Novemr issue of Interior Design. For try kits and further information out the competition contact ren Guenther, 467-1950....BUILD-'S CHOICE, a building industry ards program sponsored by Builder zazine, is accepting registration rms through May 18. Projects tered in the program, which recognizes excellence in design and planning of new and remodeled housing and commercial buildings, must be completed between June 1, 1982 and June 1, 1984. Winning projects will be featured in the October 1984 issue of Builder. Deadline for completed entry notebooks is June

25. For further information, call 202/822-0390, or pick up competition entry forms at Chapter office.... WRIGHT PLUS tour tickets purchased before April 15 will get you a \$5 discount. The May 19 annual tour

Continued on page 10



## **NO JOB TOO LARGE NO JOB TOO SMALL**

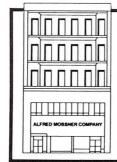
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# Notebook

Continued from page 9

offers eleven architectural treasures. Tickets after 4/15 are \$25. Contact FLW Studio, 848-1978, or pick up a brochure in the Chapter office.... An ARCHITECTURAL EXCUR-SION TO L.A. highlighting the work of FLW and others, will be sponsored by the FLW Home and Studio Foundation August 18-23. Travelers will stay on the dry-docked Hotel Queen Mary in Longbeach. Tours will include Wright's Hollyhock Studio and Residence, his Ennis Concrete Block House, Greene & Greene's Gamble House, the Schindler-Chase House, the Getty Museum, Howard Hughes' Spruce Goose. Contact Gail Downey. 848-1978, for more information.... RICARDO BOFILL, the internationally known architect and planner will discuss his innovative work on May 3, 6 p.m. in Fullerton Hall at The Art Institute. The slide lecture, illustrating recent constructions, is free and open to the public.....

The April 13 SEMINAR ON IMPLICA-TIONS of the complete revision of CHAPTER 68-Minimum Design Loads of the Chicago Building Code will be held at the Midland Hotel. The luncheon/seminar, sponsored by the Chicago Committee on High Rise Buildings, was previously announced for the Holiday Inn Mart Plaza. Consult the March Focus for details, and for reservations contact Amu Page, 481-2576....DEPAUL UNIVERSI-TY is offering a course, June 15-24, for the study of architecture in the city of Chicago, 1834-1984. Course work will include archival study on original materials for graduate students; seminars, lectures, and guided field trips for all students. The following faculty has been announced: Robert Bruegmann, Sally, Chappell, Carl Condit, Joan Draper, Kevin Harrington, Michael Herschensohn, David Van Zanten, and John Zukowsky. Deadline for applications is April 15. Contact Sally Chappell at 321-8207....."PRESERVATION IS TAKING

CARE OF AMERICA." is the theme to. the National Trust's Preservation Week, May 13-19. Preservation We materials are available by writing the National Trust Public Affairs Office, 1785 Massachusetts Ave.. N.W., Washington, D. C. 20036.... A/E SYSTEMS '84, the annual exhib tion and conference on automation in design firms, will be held at : Baltimore Convention Center June 4-7 featuring programs with over 150 speakers who are leaders in the fields of design, management, and computerization. Contact Carol Gosselin, A/E Dystems '84, P.O. Bu 11318, Newington, CT 06111, 202/666-1326....The Chapter Office staff would appreciate having committees that meet in the Board Roc "bus" their tables by removing sode cans, sandwich wrappers, napkins, et al. We would be pleased to have your cooperation in keeping the space ready for the next program.



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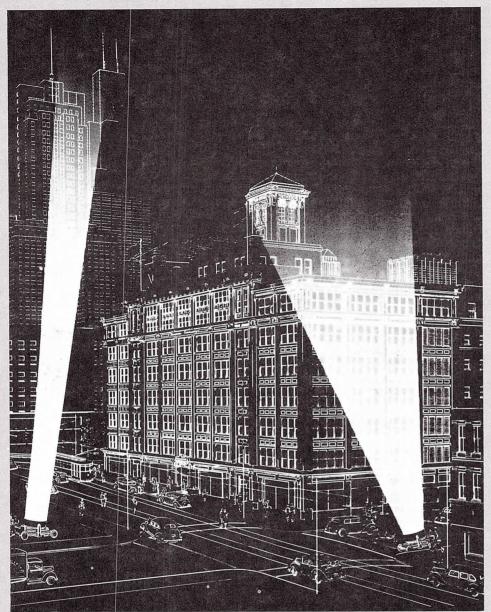
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