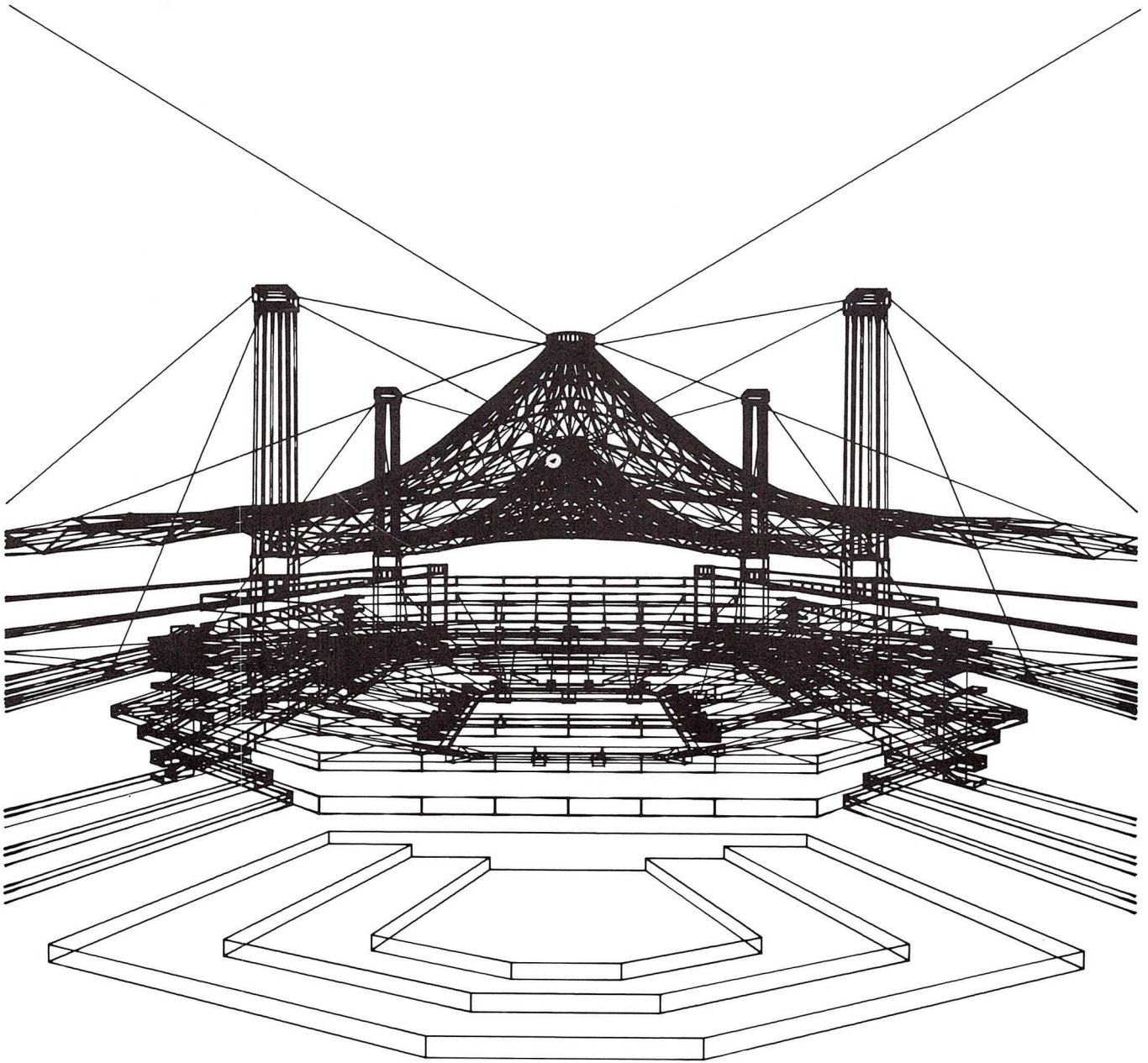


F O C U S

Chicago Chapter American Institute of Architects

November 1984 Newsletter



Scene from the film "Dade County Stadium" created in 1982 by William Kovacs from Robert Abel and Associates and the Chicago office of Skidmore, Owings & Merrill. Kovacs "Animation in the Visual Arts" information is on page 5.

President's Message

As I approach the end of my term as president, I would like to share some thoughts on the viability of the AIA.

First, the strength of the AIA lies within the local chapter. We need to continue to develop leaders within the chapter who are willing to devote time and energy to chapter activities. The focus of the chapter must remain on education of the members and involvement in the cultural/environmental affairs of the communities the members serve. I am convinced that the AIA is the local chapter, and that the state and national organization have little real impact on the profession.

Second, the state organization must be changed. The amount of dues paid by Chicago members to the state organization far exceeds the benefits received. The only role of the state organization should be on legislative matters. The state organization should be comprised of the presidents of the various chapters within the state and not a separate organization as it is now. The president of the state organization should also be the regional director to the National AIA. We need to simplify the organization to make it more responsive to the members.

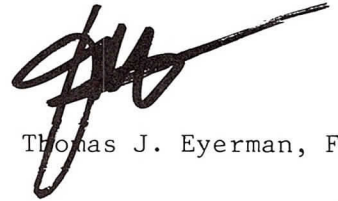
Third, the chapters in the state that contain less than 75 members should be merged with other chapters. This does not mean that the events cannot be on a more local basis, but the organization must be done on a broader scale. The proliferation of chapters in Illinois dilutes the human and financial resources of us all.

Fourth, if a local chapter needs to telephone members to induce them to attend functions, then either the function is of little value, the chapter cannot support itself in human or financial resources, or it has the wrong leadership. The concept of

having a chapter for comradeship alone is wrong. The AIA is not a social club. This type of social thinking reinforces the "fountainhead syndrome." The myth that architects are lonely artists, always misunderstood, long suffering, battling philistines ultimately triumphing against all odds is totally inappropriate. It is no wonder why the architect as he approaches his 40's becomes totally disillusioned with the AIA.

I urge the 1985-86 officers

of the various chapters at the state organization to carefully understand their fiduciary responsibility to the members and to take appropriate action to clarify the role of the AIA within our profession. Remember - if not now when; if not you, who?

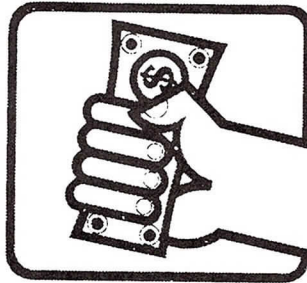


Thomas J. Eyerman, FAIA

Chapter Issues Compensation Statement

The Chicago Chapter Board of Directors, at its September meeting, approved a policy statement addressing the fees and compensation issue surrounding the profession.

A position on the subject was first proposed by President Eyerman in the August FOCUS, and a task force was formed to prepare a statement. Members of the task force were John Hiltcher, AIA, Roland Lieber, AIA, Eva Maddox, Associate Member, Thomas Meredith, AIA. The first draft was prepared at the August Board meeting. Each Board member was given the opportunity to submit comments which would be voted on for inclusion in the final draft.



The following preamble and statement of principles is the culmination of these efforts.

"In the interest of maintaining and enhancing the viability of our profession, there has been a growing support for useable guidelines for professional responsibility within our profession. The

preparation of this statement has covered a broad range of subjects including education, registration, and ethics; but it has consistently focused on the subject of fees and compensation.

"As firmly indicated in the overwhelming response to the recent Chicago Chapter AIA Compensation Survey, architects' compensation is not commensurate with their professional responsibilities. Recognizing that the qualified architect provides a specialized service which affects the public environment, and that in order to become an architect one must complete a highly demanding educational program and several years of apprenticeship, followed by rigorous national board examination, it is appropriate that architects should be compensated at a level consistent with other professionals.

"The demand for competent and responsible architecture will continue to grow. As our built environment becomes increasingly complex, there will be an even greater need for more sophisticated and innovative design. Our clients expect, and generally receive, quality service; however, they pay fees that are often insufficient but which are perceived to be market rate.

"If we, the architectural community, wish to receive

ir compensation, we must be-
n within our profession. We
termine our vitality, we de-
termine compensation for our
aff, and we determine our
es.

"Underpricing our services
order to compete is a dis-
rvice to the client, to the
blic, and ultimately to the
ofession. Honesty, maturity
d integrity are necessary to
tain the compensation levels
eded to retain the talent
on which our vitality and
ture depends.

"It is our intent, with
is statement, to strengthen
e architectural profession
d its individual members.
is our intent to make a co-
sive statement which will
nd the profession more
osely together without in-
rfering with individual
eas, styles, or fair compe-
tion among architects.

Hereby, we are issuing the
llowing statement of princi-
es:

"Architects shall not pro-
de professional services
thout compensation.

"Architects shall continue
eir commitment to partici-
te in the cultural vitality
the communities they serve
actively assisting various
vic and cultural organiza-
ons on a pro bono basis.
rk done for these organiza-
ons with no monetary compen-
sation should be noted by the
actioner on all drawings
d documents issued.

"An architect shall not
rticipate in any client re-
est for a proposal where fee
the sole basis for selec-
on.

"Competition among archi-
cts which is based on the
ality, nature, and type of
rvice rendered is indica-
ve of professional conduct
d shall be encouraged. Pur-
it of a commission shall be
mitted to the fair represen-
tion of the architect's pro-
fessional experience, serv-
es, and capabilities. Ar-
itects shall not lead cli-
ts to believe that price is

Marketing Seminar — Go For It!

The Office Practice Committee has arranged an intensive one-day course, "Marketing for Design Firms," which will be taught on Saturday, November 10, from 8:30 a.m. to 4:30 p.m. at the Midland Hotel, 172 W. Adams, Chicago.

Chapter member Howard Birnberg will lead a panel of marketers and architects through a schedule which will teach the basics of marketing and how to ingrain the marketing principle in each staff member. The schedule of the course is:

8:15 REGISTRATION

8:45 "HOW AND WHY TO MARKET," Howard G. Birnberg

- how firm structure shapes the marketing program
- the life cycle curve of a business
- marketing vs. selling
- types of marketing programs
- firm statistics for marketing budgets and profits

10:45 "HOW TO FIND LEADS," Sandy Wright & Julie S. Stanton, O'Donnell Wicklund Pigozzi Architects, Inc.

- an introduction to business development
- lead finding and networking
- the process and organization

12:00 LUNCH

1:00 "BASIC PUBLIC RELATIONS," Scott Melnick, Building Design & Construction

- getting published
- what publications such as Building Design & Construction want
- arranging speaking engagements
- what not to do to promote your firm

1:45 "ORGANIZING YOUR TOOLS," Dale Jones, Director of Marketing, Schirmer Engineering

- organizing prospects: files and lists
- tools of the trade: brochures, newsletters, exhibits, and direct mail

3:30 "PUTTING IT ALL TOGETHER: A CASE STUDY OF KENT ASSOCIATES," Brian Ferguson & Anne Mesch, Ken Associates

- how one firm used the marketing principle to expand their design services

All participants will receive a copy of the 90-page book, The Small Design Firm Marketing Manual: A Manual of Tools and Techniques, by Birnberg & Associates.

The fee for the course is \$75 for AIA and ASID members, and \$100 for non-members, and includes lunch and all course materials. Registration is due November 7 by mail at the CCAIA office, to the attention of Joan Gallagher.

Chapter Statement

Continued from pg. 3

the dominant factor in the architectural selection process.

- "The fees charged by architects for professional services shall be based on the costs incurred to provide those services. Architects shall not reduce fees without appropriate reduction of services.

- "Employees of architectural firms should be compensated at a rate that reflects their educational and professional investment and that is comparable to starting salaries in other professions. Compensation should be on an equitable and fair basis regardless of sex, creed, or race. Architectural firms should immediately establish fees which will enable an entry level salary of \$22,000 for an architectural graduate with a professional degree.

- "An architect shall be considered a member of the profession regardless of whether the architect is employed by a design firm, a corporation, or a public entity. An architect working in allied arts or in firms such as real estate, construction, or sales shall also be considered a member of the profession.

- "More experienced architectural firms shall offer assistance in the development of newly established professional firms by supporting the efforts of joint professional development programs and by forming professional collaboratives for performances of services."

A report summarizing the results of the 1984 CCAIA Compensation Survey for architects in the Chicago area is now available from the Chapter office. This 20-page report itemizes salaries by job title, office location, and age, and gives information on benefits normally offered by local firms. It also reports on company policies such as

working hours, overtime, vacation, holidays, and sick leave.

To obtain a copy of this report, send \$3 (includes postage and handling) to the Chicago Chapter, AIA to the attention of LaDonna Whitmer. Copies are also available for purchase in the Chapter office.

CHICAGO CHAPTER, AIA ANNUAL MEETING

December 6, 1984

Ballroom
Knickerbocker Hotel
Walton Place at
North Michigan Avenue
Chicago, Illinois

6 PM — Cocktails
7 PM — Dinner
9 PM — Dancing

\$25 per person
(Reservations by December 4)

The culmination of 1984, this gala event will see the installation of 1985 officers and directors and the awarding of an Honorary Chapter Membership to Mary Ward Wolkonsky for her work in bringing public awareness to the architectural heritage of Chicago.

Mrs. Wolkonsky is well known as the founder and chairman of The Bright New City lecture series. She has been a member of the Board of Trustees of the Lyric Opera and the University of Chicago, and has served as governing member of the Chicago Symphony Orchestra and is a former trustee of The Art Institute of Chicago.

The Chapter will also be extending appreciation to the firms who made our 1984 programs so outstanding through their generous monetary contributions.

Chapter Programs

Young Architects Series Continues

NOVEMBER 7, 5:45 p.m., Chapt Board Room, "Project Management"

The Young Architects Committee continues its fall program series. "Project Management" will expose young practitioners to the issues achieving high quality design while maintaining a profitable business operation. Methods of controlling project budget, as well as types of project delivery, will be covered. Reservations a necessary: \$3 fee to member \$5 non-members.

NOVEMBER 14, 5:45 p.m. Chapt Board Room, "Understanding Building Costs"

Cost information sources and how they work so one can assess the level of quality one can expect for a given cost per square foot will be discussed. The seminar will also define construction costs versus other soft and hard costs in the total development and show the difference between conceptual estimating and detailed quantity takeoffs. Reservations are necessary: \$3 fee to members, \$5 to non-members.

Show and Tell

NOVEMBER 13, 5:30 p.m., Chapter Board Room

The Interior Architecture Committee is sponsoring a members presentation of interior projects including residential, commercial, institutional, restoration, etc. If you are interested in participating, you should note that projects need not have been award winners or published. The quarterly calendar form should be completed and returned to the Chapter office along with a maximum of 10 slides (do not send originals) by Friday, November 9. Please enclose self-addressed envelope for returning the slides. Each

firm or individual will have five minutes to discuss the project. There is no admission fee, but reservations are necessary (663-4111).

W/GIE Program

NOVEMBER 16, Noon, Chapter Board Room

A discussion of the benefits accruing to the architect and the client when the client is taken the time to prepare an architectural program that clearly articulates the needs and expectations of the user. The program is open to the membership; it is sponsored by the Architects in Government, Industry, and Education Committee.

Animation in the Visual Arts

NOVEMBER 19, 6 p.m., School of The Art Institute Auditorium, Columbus Drive

During the last 20 years, technology having a major impact on the graphics arts has evolved. Computers linked to special purpose display devices provide new tools and, with them, new challenges for the architects, designers, and artists who are using them on a daily basis.

William Kovacs, recognized as one of the foremost authorities in the use of computer graphics in film and video, will review some of the history of this new field and will discuss the most interesting current and future trends. Examples of his work and the work of other leading figures in the industry will be shown. He will discuss production techniques and explore the role of computer graphics in film.

Kovacs is co-founder and vice president of Wavefront Technologies in Santa Barbara, California, a software company which focuses on applications for computer graphics in the entertainment and simulation field. From 1978 to 1983 he works with Robert Abel & Associates, one of the premier ani-

mation houses in Hollywood. While there he won two Clio Awards for special effects and graphics.

Kovacs, who received his Bachelor of Architecture from Carnegie-Mellon and his Master of Environmental Design from Yale, was a Systems Analyst with SOM in the early 1970's. Recently he collaborated with Chapter member Nick Weingarten on two computer films for SOM. Video productions of these films were shown at the Burnham Library in 1983 as part of the Distinguished Building Awards Exhibit.



Kovacs

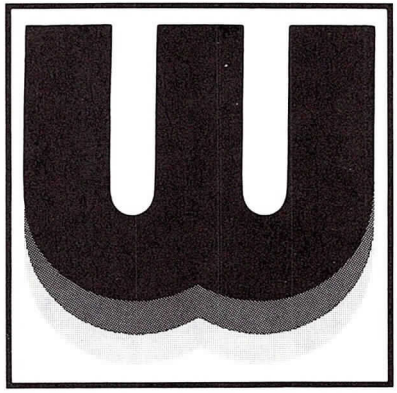
This program is being co-sponsored by the CCAIA Computer Committee, ACM, Chicago Siggraph, and the School of The Art Institute.

Election of Officers

NOVEMBER 27, Noon, Chapter Board Room

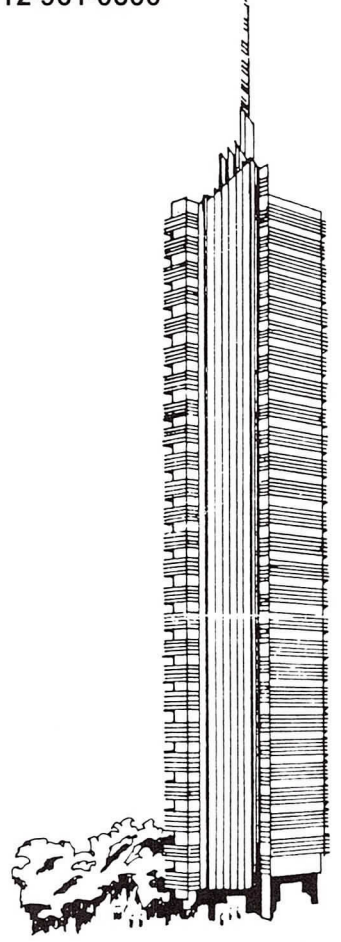
The Chapter membership is invited to attend a special session of the November Board meeting to vote on the new Chapter Bylaws and to elect the 1985 Officers and Directors of the Chicago Chapter.

A short biography on each of the candidates appeared in the October FOCUS, and, as stated in a previous issue, the new Chapter Bylaws have been acknowledged by the Institute that they are consistent with the National AIA Bylaws.



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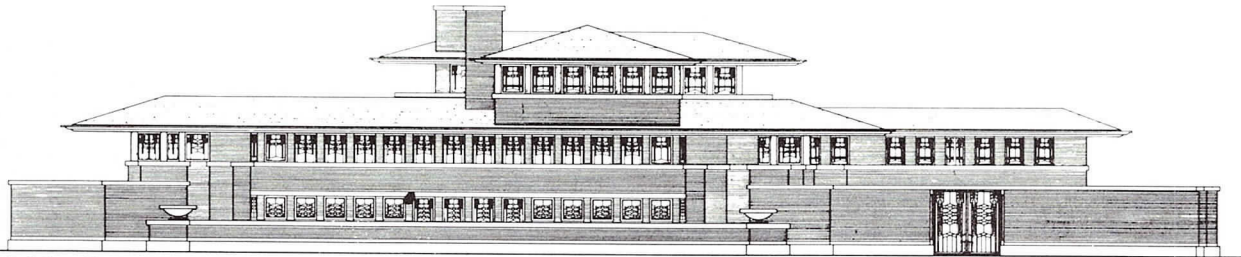
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WAL 1984 Season's Greeting Card

4	5	6	<p>PROJECT M sponsored Comm., 5:4 Rm., \$3 me 663-4111</p> <p>EXHIBIT: Context: I William De Garde in C Graham Fou</p> <p>GRAHAM FO "London Sc Human Scal Tyng, 8 p</p>
	FOCUS DEADLINE	ELECTION DAY	
11	12	13	<p>AIA/CSI SE to Asbesto Bar Assn., reg. in Ch</p> <p>UNDERSTANI SEMINAR: s tects Comm members, s</p> <p>1985 AIA F postmarkec</p> <p>GRAHAM FO "Pleasure: Architectu</p>
VETERANS DAY		<p>CCAIA EXECUTIVE COMMITTEE MEETING: 8 a.m., Chapter Board Room</p> <p>INTERIOR ARCHITECTURE COMM. "SHOW & TELL": 5:30 p.m., CCAIA Board Room, no fee, res- ervations necessary 663-4111</p>	
18	19	20	<p>AIA/CSI SE vey a Stru cago Bar / to Chap. c</p> <p>"RECENT CH slide lect Herschensc ter, no fe</p>
<p>"AFTER THE FAIR: BENEFITS FOR THE FUTURE," lecture spon. by Ctr. for Urban Affairs & Poli- cy Research at Northwestern Univ., 2-4 p.m., Museum of Science & Industry</p> <p>"ARCHITECTURE BY WOMEN IN CHI- CAGO," slide lecture, Chicago Historical Society, 2 p.m., 642-4600</p>	<p>"ANIMATION IN THE VISUAL ARTS": lecture with William Kovacs, Art Institute Columbus Auditorium, 6 p.m., no fee</p> <p>LECTURE BY HELMUT JAHN for Wisdom Bridge Theatre 10th Ann. lecture series, 8 p.m., Centre East for Performing Arts, 7701 N. Lincoln, Skokie, tickets/information 743-6442</p>		
25	26	27	<p>AIA/CSI S: Documents a.m., Chi in Chap. c</p> <p>"VICTORIA GO": slid ter, noon</p> <p>MICROCOMP MEETING: Board Roo</p> <p>GRAHAM FO "Updating ko, 8 p.m</p>
	<p>EXHIBIT: "Neo-Classical Chica- go: 1893-1929," last day at ArchiCenter</p>	<p>CCAIA BOARD MEETING: Noon, Chapter Board Room</p> <p>WAL MEETING: Evening at Shedd Aquarium, dinner 6:30, program at 7:30, information, Carol Brejcha 748-3560</p> <p>CSI DINNER MEETING: "Masonry Water Repellent Technology," 5 p.m. cash bar, 6 p.m. din- ner, Non-CSI member \$15, Bis- mark Hotel, info/res. Jack Brian 236-7345.</p>	

M B E R

1984 CALENDAR

	1	2	3
	<p>CCAIA MICROCOMPUTER SESSION: "Spreadsheets," 6 p.m., IIT Downtown Ctr., 77 S. Wacker, series reg. only</p>		<p>EXHIBIT: "Chicago: The Sky's the Limit," last day, Cultural Center, illustrating develop- ment of Chicago architecture & steadily increasing height of its' bldgs. from 1820 to the present</p>
<p>NAR: itects , Board ations</p> <p>in r & vant- rbs," day</p> <p>RE: t of world on</p>	<p>CCAIA MICROCOMPUTER SESSION: "Data Base Management," 6 p.m. IIT Downtown Ctr., 77 S. Wack- er, series reg. only</p> <p>ARCHITECTS IN GOVERNMENT NAT'L AIA COMM. MEETING: through 11/9, Washington, call Beverly Sanchez at 202/626-7434</p> <p>INTERIORS NAT'L. AIA COMM. MEETING: through 11/9, Wash- ington, call Ravi Waldon at 202/626-7429</p>	9	10
<p>duction Chicago 25, 11/12</p> <p>COSTS ; Archi- \$3 AIA ofc.</p> <p>ENTRIES ish.</p> <p>RE: gical</p>	<p>CCAIA MICROCOMPUTER SESSION: "Implementation," 6 p.m., CCAIA Board Room, series reg. only</p> <p>ARCHITECTS IN EDUCATION NAT'L. AIA COMM. MTG: through 11/16, Washington, call Beverly San- dhez at 202/626-7434</p> <p>NAT'L. AIA ENERGY COMM. MTG: through 11/17, Boston, call Dave Bullen at 202/626-7448</p>	15	16
		<p>FINANCIAL LOSS & CONSTRUCTION CHANGE ORDERS: Arch. in Govt/ Ind. & Ed. Comm. program, noon in CCAIA Board Room, no fee</p>	<p>"ARMORY CHARRETTE: Reuse/ Rehab," 9 a.m. - 6 p.m., SOM offices, spon. by Urban Af- fairs Comm.</p>
21	22	23	24
<p>to Sur- 1., Chi- ars \$25</p> <p>ECTURE": ael hiCen-</p>	THANKSGIVING	HOLIDAY	WEEKEND
			
<p>ract ," 8 , reg.</p> <p>N CHICA- chiCen-</p> <p>DUP AIA</p> <p>JRE: len Tem-</p>	29	30	

AIA/CSI Seminars Tackle Asbestos Problem

Rehabilitation, renovation, and demolition of older buildings emphasize the need to properly handle toxic substances encountered. While several toxic substances require examination, this CCAIA/Construction Specifications Institute seminar series is dedicated to the asbestos problem. The series, featuring presentations on abatement procedures, will be held at the Chicago Bar Association Building, 11th floor, 29 S. LaSalle, from 8:00-9:30 a.m.

NOVEMBER 14: "Introduction to Asbestos" reviews current regulations and a guess as to possible future changes.

NOVEMBER 21: "Surveying for Asbestos" will describe how to survey a structure for asbestos. Included will be sampling techniques, recording data, preparing the report and filing information, plus a review of methods for determining the potential hazard of asbestos containing materials.

NOVEMBER 28: "Preparing Contract Documents for Abatement" includes coordination of field surveys, preparation of the abatement section, impact to front end documents as well as difficulties encountered.

DECEMBER 5: "Insurance Requirements/Legal Implications" will review insurance and legal issues as seen by the

owner, architect, and contractor.

DECEMBER 12: "Asbestos, A Case Study" will involve input from an architect, an owner, and a contractor. The owner will use a project to discuss the impact of asbestos on the public, the Board of Education budget, and maintenance and teaching staff reaction.

Using a different project, the architect will review hazard assessment difficulties, the use of special consultants, finding qualified contractors, and specific project problems.

The contractor will review difficulties with contract documents, obtaining insurance, liability concerns, manpower difficulties, training programs, etc.

The fee for the series is \$25 and \$6 for each individual seminar (\$30/\$7 non-members) which includes continental breakfast. A firm may send different people to different seminars. Registration for the series must be received in the Chapter office by November 12; for individual seminars by noon the day before the seminar. Make checks payable to Chicago Chapter, AIA.

This AIA/CSI series was coordinated by Ray Green, AIA, Rick Levin, and Al Houston and Peter Dykstra of the CSI.

The Focus Notebook

A special thank you to NI WEINGARTEN & TOM LARSON at S for the computer graphic this month's FOCUS cover.... ROBERT L. FRIEDMAN & ASSOC ATES, LTD., a firm known for its design of suburban office complexes, technical center industrial parks, medical facilities & sports structure celebrated its 30th anniversary on September 25..... SHERWIN BRAUN & LEONARD SKI have announced the formation of their new practice created through the acquisition of Brim/Braun Associates.... Thank you to Professional Affiliates C. W. CASE for his donation that helped defray travel expenses to the DBA ceremony for the winning U of W, Milwaukee students.... KRISTIN FALLON, CAROL ROSS BARNE ROULA ALAKIOTOU, PO-CHI CHAN, JUMANA COOPER, ELLEN R. GALLAGHER, SUSAN GREENWALD, EMMETT MADDOX, LYNN MEYERS, ZAIN FARUQUI ALI, JOAN GALLAGHER, GERTRUDE KERBIS, GERALD MCCABE-MIELE, KAY VIERK, LINN SEARL, JULIA RIVKIN, CYNTHIA WEESE, & CYNTHIA WINTER among the 50 contributors to the "Chicago Women in Architecture: Progress & Evolution 1974-1984" on view now through March 17 at the Chicago Historical Society.... "NEO-CLASSICAL CHICAGO: 1893-1929," curated by Christian Laine, will

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llery through November 26...
INLAND ARCHITECT magazine
s announced that its March/
ril issue will focus on res-
ntial design. Architects in
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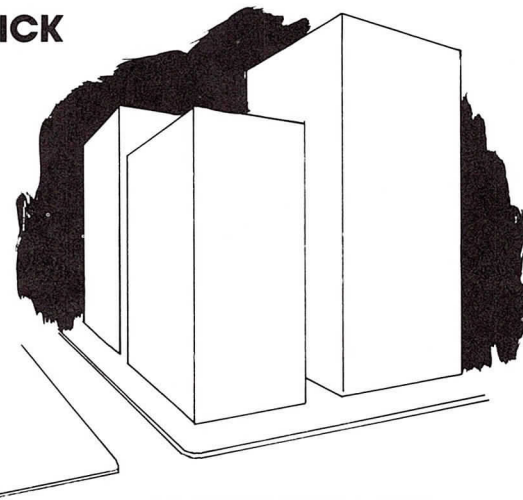
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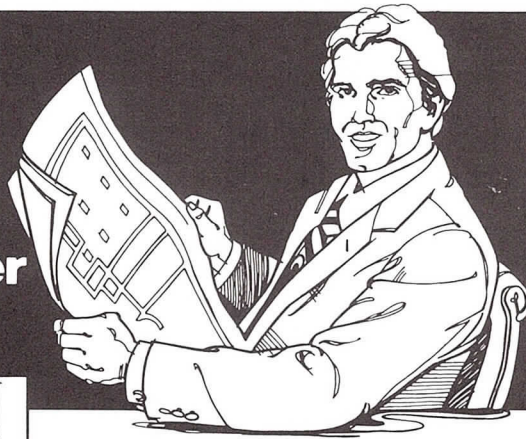
Continued on pg. 10

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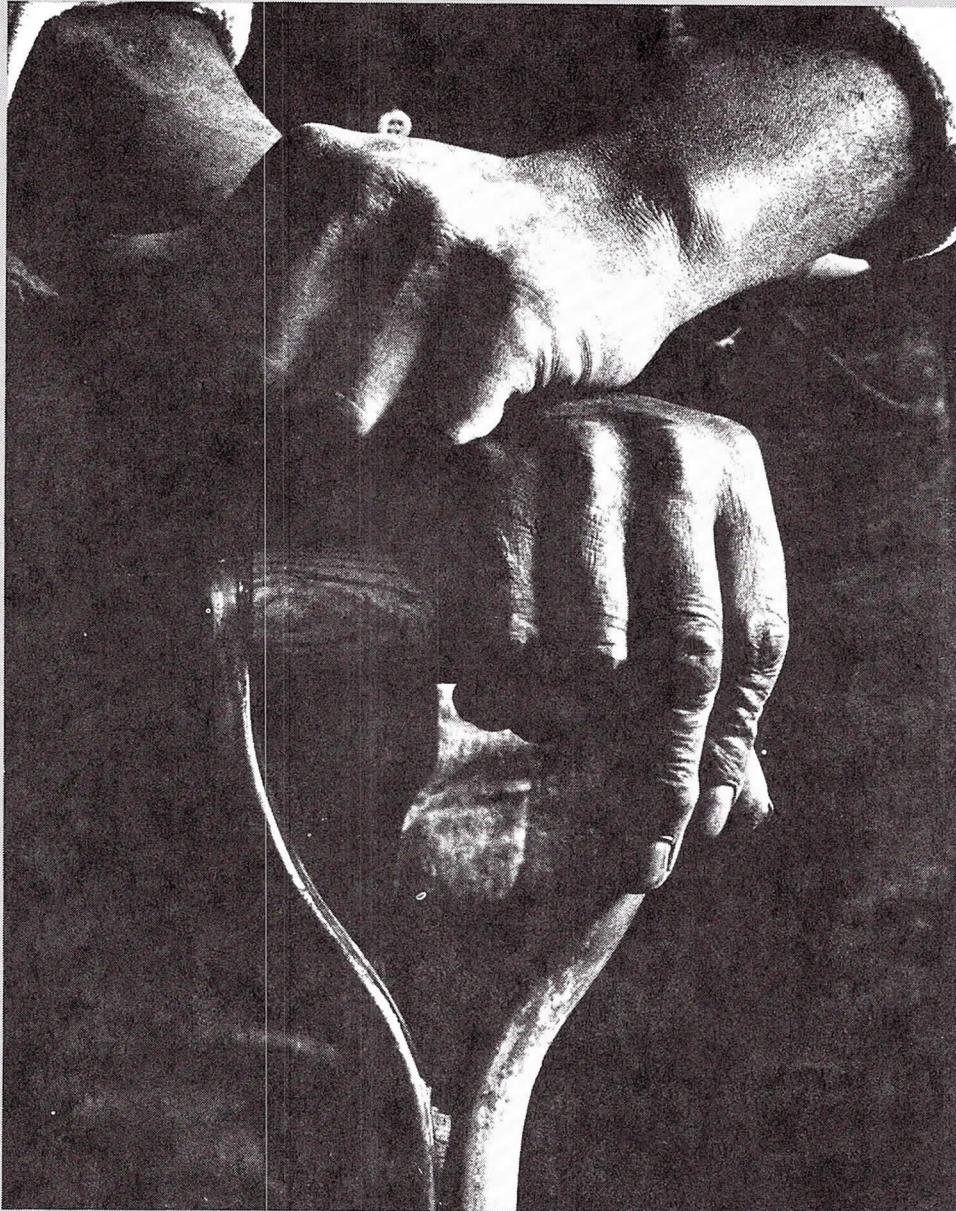
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The Chicago Chapter extends condolences to the family of Charles H. Dornbusch, AIA. Mr. Dornbusch, who passed away September 6, had been a member of the Chapter since 1940.

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