

sa McManus, ASID, Division Manager, Haworth, Inc., Chicago Division; Frank Novakowski, Regional Director, Haworth, Midwest Region; and Kristine Fallon, Electronic Office Conference Coordinator take me out from an elegant dessert

buffet served in the Haworth showroom to discuss systems for the automated office.

The March 7 and 8 Electronic Office Conference was made possible by a generous grant from Haworth, Inc.

From Technician to Entrepreneur

How can design professionals achieve more project control and create greater opportunities for expanded business and profit? At the Chicago Chapter Architect/Designer/Developer Conference on Saturday, April 20, five architects and 12 consultants from the fields of accounting, law, marketing, finance, and real estate will explain the stages of a successful development.

"The Decision Maker" is a conference for the design professional who wants to grow from technician to entrepreneur but needs the fundamentals of real estate development to achieve that goal. Five recent, successful developments by Chicago-area architects will be highlighted when the architects involved present case studies showing how they: identified opportunities, determined project feasibility, assembled property, obtained financing, secured necessary government approvals, oversaw construction, and marketed the project.

The case studies to be presented are: the conversion of a loft to office spaces, with Kenneth N. Folgers; a residential conversion, with George Pappageorge; a restaurant, with David Marienthal; a suburban commercial development; and River City: The Mega Project, with Bertrand Goldberg, FAIA.

The conference is structured to include lectures, panel discussions, with ample time for small focus group question-and-answer sessions. Participants may bring actual project situations for assessment by the consultants.

Integrating Design, Technology & People

The automated office has created a complex design problem. Now, more than ever, the work space must be a human space - it must effectively incorporate technology with psychophysiological concerns. This was the resounding theme of the first session of the Chapter's two-day Electronic Office Conference.

On Thursday morning, March 7, Michael Brill, president of the Buffalo Organization for Social and Technological Innovation, Inc. and the conference lead-off speaker, hit conference attendees hard with "Design affects productivity and quality of work life." When it comes to job perform-

ance, job satisfaction, and ease and quality of communication "design really matters," Brill stressed.

Architects, designers, and clients have always been vitally concerned with building cost while ignoring the investment made in the client's work force. Brill illustrated "a potent ratio for design," where, over a ten-year period, the average total facility cost is \$35,000, whereas the "worker" cost is \$483,500, creating a 7% to 93% ratio.

In the Westinghouse showroom (Brill's participation in the conference was made

Entrepreneur

Continued from page 1

"The Decision Maker: Architect/Designer/Developer" is partially underwritten by a generous grant from Woodwork Corporation of America. It will be held at the Holiday Inn Mart Plaza.

Conference registration for AIA individual members is \$75; \$100 for all other registrants, and must be received at the Chapter office no later than April 18.

Design, Technology

Continued from page 1

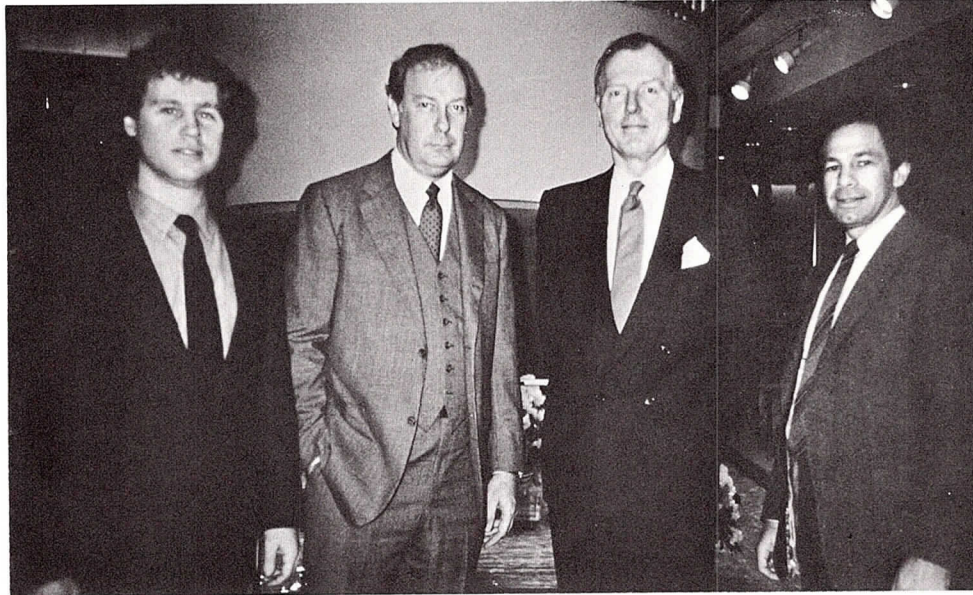
possible through Westinghouse) Brill engaged in dialogue with a small group of architects/designers, pointing out that ergonomic problems have just come to the fore. "While we were busy accumulating new screens and keyboards, we have been slow to provide a new environment," he chided.

Ronald Goodrich, environmental psychologist, summed up his discussion on "Human Logic in the Electronic Office," stressing that today's design strategies should "celebrate the human."

Integration. High tech functions/high touch form. Efficiency effectiveness. By 3 PM on Thursday the message running under this familiar automated office language was, in the words of Goodrich, "design drives technology, human logic drives the design."

Although I was unable to attend the second day of the conference, in order to keep the FOCUS on schedule, I'm sure that once Thursday established the imperative for understanding that design affects what people do, Friday's session was full throttle on designing for technological networks.

A.K.



David Marienthal, Kenneth Folgers, & Rick Strusiner get together with CCAIA President Norman DeHaan (3rd from left) to discuss the format of their case studies to be presented at the Architect/Designer/Developer Conference on April 20 at the Holiday Inn Mart Plaza.

Chapter Programs

AIA/CSI Tour

Tour the Santa Fe Center, 224 S. Michigan, on April 11. Special emphasis will be given to the furniture and furnishings of the building. If you have not registered for this series of tours, sponsored by the CSI and the CCAIA, you will need to make a reservation at the Chapter office. The cost for AIA and CSI members is \$6 per tour.

Specifications Seminar

The Young Architects Committee will explore the importance of specification practices with respect to design and contract documents in a two-part series slated for April 17 and April 24, at 5:45 PM in the CCAIA Board Room.

The first session will cover an overview of Division 0, various methods for specifying construction products, Masterspec system, associated

liabilities, procedures for issuing addenda and change orders, and the role of contractors in product selection.

The second session will acquaint young architects to the role of the Construction Specifications Institute and the role of manufacturers' representatives in product specifications.

The admission fee is \$3 for AIA and Associate Members; \$5 for non-members (each session).

VersaCAD Demonstrated

The April 18 program of CCAIA Microcomputer Users Group will be devoted to VersaCAD, a microcomputer CAD system offering 3-D capability useful for presentation perspectives and design studies. As in the Committee other demonstrations, this software package will be demonstrated on a typically configured computer. This VersaCAD program will be presented at 5:30 PM in the CCAIA Board Room.

The Microcomputer Users Group was recently established as a forum for the exchange of information about the use of microcomputers in the architectural office. Membership ranges from experienced computer users to those still in the planning stage of acquiring a computer system.

The Committee's February 21 meeting featured a demonstration of AutoCAD, one of the CAD systems now available for microcomputers. (Microcomputer CAD systems are dramatically less expensive than inframe CAD systems, but are limited.) We were shown videotape of various architects presenting projects and drawings for which they used the AutoCAD package. A live demonstration followed, and a drawing was plotted from one of the graphics files. Questions were answered concerning basic computer configuration for CAD systems, such as choice of expansion boards, monitors, and plotters.

For the March 21 meeting, we invited a vendor to demonstrate an accounting system designed especially for architects. Available software includes for this system in-house project accounting and time billing, as well as the usual options such as accounts payable and receivable. The program consisted of a slide show, a live demonstration and a question and answer period, as well as our regular general discussion.

We welcome new members, so check your calendars with the following 1985 meeting dates: April 18, May 16, June 20, July 18, August 15, September 1, October 17, November 21, and December 19.

Jeanne Breslin

Practical to Day Legal Issues

"Practical Legal Issues - Problems through Construction" will be offered by the Architects in Government, Industry, and Education Committee on April 19, at noon, in the Chapter Board Room.

John D. Lien, partner in the law firm of Wilson & McIlvaine has represented owners, architects, general contractors, and construction managers in drafting and negotiating construction contracts and construction litigations. Lien will cover some of his experiences in the everyday legal issues that influence the way we practice architecture.

James E. Zajac, partner in the Chicago architectural firm Hansen Lind Meyer, will review some of the legal questions owners and architects face in joint ventures, design build teams, and interaction with consultants.

Co-sponsored Programs

VICTOR O. SCHINNERER & COMPANY, INC., a nationwide insurance firm servicing the architectural profession, will present "THE PROFESSIONAL APPROACH TO LIABILITY AND QUALITY CONTROL" on April 16 at the Palmer House. This professional liability course will cover "Legal Influences on Professional Practice," "Protecting Against Liability Claims," "Preparing Specifications of Contract Documents and Technical Services to Professional Liability."

The registration fee is \$125. Additional attendees from the same firm may register at \$95 per person. Lunch is included in the course fee. Registration is at 8:30 AM; the course will begin at 9 AM and concludes at 4:30 PM.

Please make checks payable to Professional Liability Course and forward to Kelly Swanson, Victor O. Schinnerer & Co., Inc. 5028 Wisconsin Ave., N.W., Washington, D.C. 20016

On April 18 and 19, the IIT CHICAGO KENT CONSTRUCTION LAW INSTITUTE will present its THIRD ANNUAL CONSTRUCTION LAW SEMINAR. Last year a similar

Chapter Gets IDP Program Underway

Last year the Illinois Council, AIA officially endorsed the Intern Development Program (IDP) and formed the Illinois IDP Committee to implement the program statewide.

The Intern Development Program is a self-guided study program designed to give the architect seeking licensure exposure to all aspects of the profession in a working environment. Through the IDP, intern-architects may sharpen their skills and gain the knowledge needed, not merely to pass the registration examination, but to enter the profession at the highest level of competence and with the best possible head start.

We invite Chicago Chapter firms to provide the setting and the professional guidance for the young architect seeking to bridge the gap between formal education and the licensing examination.

The Chicago Chapter has coordinated a five-part program that draws on the Chapter's resources.

I. LOCAL PROFESSIONAL DEVELOPMENT SEMINARS

These are usually sponsored and coordinated by the Chapter's Young Architects Committee and are publicized in the FOCUS. Over the past two years these have included: the Exposure I & II series, "The Elements of Architectural Practice," that discussed codes and standards, the AIA documents system, project management, and the construction process; "Alternative Careers for Architects;" "Starting Your Own Architectural Firm;" and the annual spring registration information fair. The April 1985 program zeroes in on specification practices.

II. IN-HOUSE TRAINING PROGRAMS/SPONSORS

Firms are encouraged to develop programs tailored to

fit the structure of their practice. The Intern's employer/supervisor assumes the role of "professional sponsor," directing the intern's activities so that maximum exposure to various areas occurs.

III. ADVISORS/MENTORS

Each intern will have the opportunity to select an "advisor" from a list that will be maintained at the Chapter office, or the intern can be assigned an "advisor" by the IDP Committee.

An "advisor" is a registered architect outside the intern's office. "Advisors" may counsel their interns individually or in group sessions. The IDP Committee will provide training guidelines and hold meetings on how to measure the intern's progress.

IV. PEER GROUP MEETINGS/ NETWORKING

By becoming Associate Members of the Institute and the Chicago Chapter, young architects participating in IDP have the advantage of exchanging knowledge about their experiences. As Associate Membership grows, the Chapter will be able to increase the number of programs aimed at the intern-architect.

V. THE IDP RECORD-KEEPING SYSTEM

The intern is charged with tracking his or her progress on forms provided by the national IDP organization, with sponsors reviewing the forms on a monthly basis. The IDP form is the glue that holds the program together, because, in addition to pointing out weak areas, it can be used as a guide to the intern's professional development.

Although enrollment and completion of IDP is not mandatory for licensing in Illinois, many of the state's leading practitioners and edu-

Advisors Available to Members

Sound professional advice is important to the success of any architectural practice; yet many young architects have limited resources that they can turn to when starting out in the profession. At times even the older practitioners need help with business questions.

As a result, the Membership Benefits Committee has established the CCAIA Advisory Council. Created in 1984, the Council provides professional assistance in six categories: law, accounting, marketing, insurance codes, and business planning.

Each council member is an experienced professional in a specific consulting service. They volunteer their time to answer your individual questions. Feel free to call them.

1985 Advisory Council

LAW

Paul M. Lurie
Lurie Sklar & Simon, Ltd.
180 N. Michigan, Suite 2000
Chicago 60601
641-5252

Werner, Sabo, AIA
8 S. Michigan, Suite 1306
Chicago 60603
332-2010

ACCOUNTING

Neal R. Tyson
Katch/Tyson
191 Waukegan
Northfield 60093
446-0550

Dennis Wolfe
D. A. Wolfe Associates
1752 N. Sedgwick
Chicago 60614
266-7350

MARKETING

Howard G. Birnberg
Birnberg & Associates
1905 N. Halsted
Chicago 60614
664-2300

Dale C. Jones
Schirmer Engineering Corp
707 Lake Cook Road
Deerfield 60015
272-8340

INSURANCE

Barbara B. Sak
Vernon Associates
111 Stephen Street
Lemont
257-7770

Michael A. Sobel, CPCU
Leonard H. Franks, CPCU & Assoc.
1780 Ash, Box 8178
Northfield 60093
441-6310

Al Voirin
AVA Insurance
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Chicago 60606
236-3571

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Joseph F. Fitzgerald & Assoc.
33 W. Monroe, Room 2550
Chicago 60603
558-1372

George Wienold, AIA
City of Chicago Building
Department
121 N. LaSalle
Chicago 60602
744-3495

BUSINESS PLANNING

John F. Hartray, Jr., FAI
Nagle Hartray & Associate Ltd.
230 E. Ohio
Chicago 60610
266-2800

Irving Moses, AIA
Moses Associates
225 W. Ohio Street
Chicago 60601
670-6710

Norman J. Schlossman, FAI
Loebl, Schlossman & Hackl
845 N. Michigan Ave.
Chicago 60611
337-5800



Putting Your Firm Before the Public

By Howard G. Birnberg

Over the next few months, members of the CCAIA Advisory Council will share their expertise through a column in the FOCUS. The first article has been written by Howard Birnberg, an Associate Member of the CCAIA Chapter and president of Birnberg & Associates, Design Professionals Business Consultants. Birnberg & Associates publishes the annual Financial Performance Survey for Design Firms, the Profit Center, a newsletter for AE Managers and Marketers, and has recently published Small Design Firm Marketing Manual, aimed particularly at the small firm.

There is no magic to getting news about your firm or your work published. Every firm should seek out these public relations opportunities. The goal of public relations is to build your firm's image and name recognition. Most firms fail to exploit opportunities for recognition and wait for editors and others to contact them.

To help get articles about your firm published:

Identify your target markets, which should be limited to three or four markets.

Identify those publications related to your target market and supplement these with any local and regional publications you may identify. Directories of publications are available at your public library reference desk. One excellent directory is "The Sign and Building Industry's Publicity Directory," prepared by Lord Communications in Boston.

Obtain copies of each publication and review the natural format of the articles they publish.

Telephone the editor-in-chief or executive editor of each appropriate publication to determine their editorial

policies. Do not contact the publisher, managing editor, or contributing editors.

Editorial questions of concern to you include:

What is the nature of the articles they publish?

Do they staff write all articles, or will they accept submissions?

What are the technical details of a submission (length, format, photographs, etc.)?

What is the deadline for your submittal?

Is there an editorial calendar, and what lead time is required for an article idea?

Review with the editor the proposed focus of your article.

Prepare a draft of your article in typed, double-spaced form. Retain the services of a local editor to review your

draft. Free-lance editors usually charge \$15 to \$25 per hour. Most articles should not require more than two to three hours to edit and review.

Prepare a final draft and submit your article to one publication only. Never submit the same article to more than one publication at a time. If your article is not used by your first publication choice, then submit it to your second.

Within two weeks of your submittal, call the editor of the publication to insure it's arrival, answer questions, provide additional information, etc. Ask when publication is expected.

Obtain a copy of the final published article and reprint for direct mail purposes.

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Chapter Programs

Continued from page 3

seminar was rated by over half of the attendees as "Outstanding." Again, this year, the format will concentrate on making construction law disputes understandable by using the foremost experts in the field and by presenting the material in uniquely interesting and refreshing format.

24 of the foremost contractors, architects, engineers, and the lawyers who represent them, will play act events which occur in the industry and which create the greatest number of disputes. After the construction professionals demonstrate how the disputes arise, the lawyers will discuss what the legal ramifications

of the disputes are and how they may be resolved. Specific attention will be paid to working with contract documents and in describing appropriate field position procedures which will minimize the chances of a dispute arising.

The seminar will end with an intensive demonstration of the examination of a scheduling expert and an accountancy expert on Friday afternoon, April 19. The trial will be presided over by a judge of the Circuit Court of Cook County in his courtroom at the Daley Center.

The Construction Law Institute's director is Steven G. M. Stein, of Lurie Sklar & Simon, Ltd., who teaches Construction Law at Chicago Kent

College of Law. For more information please call Mr. Stein at 641-5252.

Looking Ahead

The Membership Committee getting a head start on summer with their plans for two, fresh-air functions.

A family picnic on the grounds of Lake Forest Academy (the old Armour Estate) is planned for July 21. All that you imagine a mid-summer outing would be will be offered including the swimming pool.

On June 21 architects will be swinging their golf clubs and collecting prizes at the 1985 Golf Outing and Dinner the Old Orchard Country Club in Mt. Prospect. Create your own "foresome," or call Bob Chaney, 255-3836, who will set it up for you and give you early details.

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IDP

Continued from page 4

ctors are committed to ensuring its success because of the greater gain in productivity created by the more experienced, self-confident employee.

The following form the local IDP Committee:

Terry Williams (State Coordinator) 745-4741

Steve Moylan (Associate Coordinator) 664-5681

Brian Robertson (Small/Medium Firm Coordinator) 938-4455

Ken Groggs (National IDP Committee) 944-4848

Firms interested in becoming involved in the Inter Development Program, or architects wanting to participate as an "advisor" should contact Steve Moylan.

Young architects interested in the local IDP should contact Susan Kvasnicka at the Chapter office for pamphlets and applications.

Steve Moylan

Help Save Wrigley Field

"...do honor to its history, while turning the stadium into a place that faces the future full of promise..."

The ball park is in danger. One of a new stadium gets under and stronger. Wrigleyville stoutly refuses to submit to the lights the Cubs insist they must install if they are to continue to play baseball in Wrigley Field.

If the Cubs leave - when the Cubs leave - what then? Every other old major league baseball stadium abandoned by its team has soon been demolished. Brooklyn lost Ebbets Field; the Bronx lost the Polo Grounds; Cincinnati lost Crosley Field... Can we save the allowed confines at Clark and Madison from the same fate?

Our challenge to you is this: design a recycled Wrigley Field. Give the old park a new purpose. Add, subtract, rip up, restore... but preserve the special sense of the place, do honor to its story, while turning the stadium into a place that faces the future full of promise and confidence. The recycled stadium should be good for the bustling community around it; and it should keep Wrigley Field what Wrigley Field has always been - a terrific place to be.

The Reader announces this competition in cooperation with the Chicago Chapter, AIA, which is providing three of the five judges. In addition, the judge will come from the community, another from the Reader. The Tribune Company, which owns the Cubs and Wrigley Field, is aware of our initiative and looking on with interest.

Submissions can be done in any medium; any size up to

20 by 30 inches (a maximum of two sketches per submission, please). We welcome both detailed architectural proposals and flights of fancy. Our purpose is to convince Chicago and the Tribune Company that an emptied ball park would be not a useless hulk but an unusual opportunity.

More details and illustrations will soon be published

"...keep Wrigley Field what Wrigley Field has always been - a terrific place to be."

in the Reader. Any questions you might have should be addressed in writing to the Reader by April 9, and they will be answered in a general

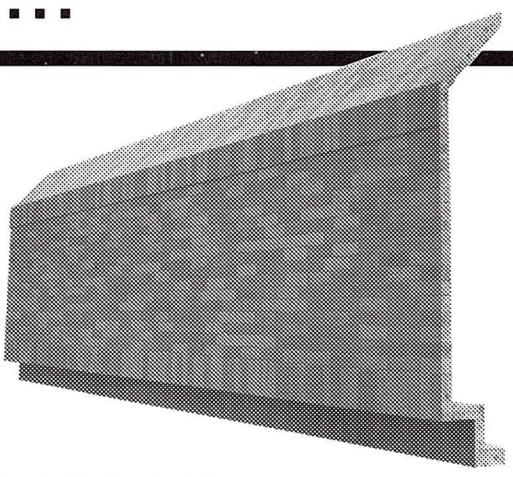
way in our newspaper. Please submit entries by June 3 to Michael Miner, coordinator, Wrigley Field Design Competition, the Reader, 11 East Illinois, Chicago 60611.

All entries become the property of the Reader unless you specifically request otherwise. The leading proposals will be hailed in the Reader and the most exceptional designs published there. In addition, Frumkin & Struve has generously offered to display the foremost designs, as chosen by our judges, in their gallery. (Judges' choices that require framing or further work to be made suitable for hanging will be returned to the entrants for that purpose.)

We welcome your ideas!
*Michael Miner
Associate Editor
The Chicago Reader*

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CHICAGO AIA FOCUS

	<p style="text-align: center;">1</p> 	<p style="text-align: center;">2</p>	<p>LECTURE: to the al Library, 12:15, Ar no fee</p> <p>LECTURE: "Princip with Will 4 W. Burt</p> <p>CONFERENCE Architect includes Brown, NC Bandon, OI</p>
<p style="text-align: center;">7</p> <p>EXHIBIT: Last day of "Alvar Aalto: Furniture & Glass," Block Gallery, Northwestern University</p>	<p style="text-align: center;">8</p> <p>LECTURE: Bright New City, "The Wish & the Deed," Larry Reich, AICP, noon, 1st Chicago Center, \$20 series, 326-1393</p> <p>CONVERSATIONS ABOUT THE CITY: BNC follow-up dinner, 5:30- 9 PM, The Casino, \$30, 326-1393</p>	<p style="text-align: center;">9</p> <p>CCAIA EXECUTIVE COMMITTEE MTG: 8 AM, CCAIA Board Room</p> <p>COMPETITION: Wrigley Field Recycled, questions to Reader by today in writing</p>	<p>SEMINAR: egies," C informati</p> <p>LECTURE: of Baha'i with Bruc ter Galle</p> <p>HOUSING C 5:30 PM, C</p> <p>GRAHAM FO "Frankfur ecture M 8 PM, no</p>
<p style="text-align: center;">14</p> <p>WRIGHT PLUS TOUR: Last day to get tickets at \$20, 848-1978</p>	<p style="text-align: center;">15</p> <p>BRIGHT NEW CITY LECTURE: "A Lifestyle for Now," John Stil- goe, noon, 1st Chicago Center, \$20 for series, 326-1393</p> <p>CONVERSATIONS ABOUT THE CITY: BNC follow-up dinner, 5:30-9 PM The Casino, \$30, 326-1393</p> <p>COMPETITION: Oak Park Studio Row requests for kits, informa- tion 383-6400 Gregory Buckley</p>	<p style="text-align: center;">16</p> <p>SEMINAR: "The Professional Ap- proach to Liability & Quality Control," Palmer House, Victor O.Schinnerer sponsor, \$125, registration 8:30, see Chapter program article</p>	<p>YOUNG ARCH Specificat CCAIA Boar</p> <p>LECTURE: TH vation, Pa Leon Despi lery, 12:1</p>
<p style="text-align: center;">21</p>	<p style="text-align: center;">22</p> <p>BRIGHT NEW CITY LECTURE: "Fes- tival," with Robert Fitzpatrick, noon, 1st Chicago Center, \$20 for series, 326-1393</p> <p>CONVERSATIONS ABOUT THE CITY: BNC follow-up dinner, 5:30-9 PM The Casino, \$30, 326-1393</p>	<p style="text-align: center;">23</p> <p>CCAIA BOARD MEETING: Noon, in Board Room</p>	<p>"MARKETIN SERVICES,</p> <p>LECTURE: Bertrand chiCenter</p> <p>YOUNG ARCH Specifica Board Room</p> <p>GRAHAM FO "A New Pe Design," no fee</p>
<p style="text-align: center;">28</p> <p>LECTURE/TOUR: Walker Johnson on the newly restored Cathedral of St. James at Rush & Huron, 2-5 PM, meet in Episcopal Church Ctr., 65 E. Huron, CAF \$8, non \$10, incl. wine & cheese, call 922-3431</p>	<p style="text-align: center;">29</p> <p>BRIGHT NEW CITY LECTURE: "The Lure of the Riverbanks," Stuart Smith, noon, 1st Chi- cago Center, \$20 for series, 326-1393</p> <p>CONVERSATIONS ABOUT THE CITY: BNC follow-up dinner, 5:30- 9 PM, The Casino, \$30, call 326-1393</p>	<p style="text-align: center;">30</p> <p>DEADLINE: Martin Roche scho- larships applications due in Chapter office, 663-4111</p>	

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1985 CALENDAR

<p>ading d Hild angdon, lery,</p> <p>ation, iche," is, PM</p> <p>rt and is, \$80 Regina 1677,</p>	<p>3</p> <p>4</p> <p><u>CERAMIC ART & ARCHITECTURE</u> <u>CONTINUES</u></p> <p>NI-GAS EXPO: 11th Energy Expo, Arlington Park Hilton, 7:45 AM-4 PM, contact Charles Cum- mings 355-8000</p> <p><u>FOCUS DEADLINE</u></p>	<p>5</p> <p><u>CERAMIC ART & ARCHITECTURE</u> <u>CONTINUES</u></p>	<p>6</p> <p><u>LAST DAY OF CERAMIC ART &</u> <u>ARCHITECTURE</u></p>
<p>n Strat- Hotel, 87</p> <p>truction ship rchiCen- fee</p> <p>ING: oom</p> <p>URE: n Archi- urton,</p>	<p>10</p> <p>11</p> <p>TOUR: AIA/CSI of the Santa Fe Center, reservations necessary, \$6, 663-4111</p>	<p>12</p>	<p>13</p> <p>1743: American Architect Thomas Jefferson Born</p>
<p>17</p> <p><u>PROGRAM:</u> PM,</p> <p>f Preser- ," with ter Gal-</p>	<p>18</p> <p><u>INTERIOR ARCHITECTURE ENTRIES</u> <u>DUE BY 4 PM</u></p> <p><u>MICROCOMPUTER USERS GROUP PRO-</u> <u>GRAM: VersaCAD Demonstration,</u> 5:30 PM, Board Room</p> <p><u>SEMINAR: "Construction Law,"</u> IIT Chicago Kent sponsor, call Steve Stein 641-5252</p> <p><u>CSI MEETING/PROGRAM: "Masonry</u> <u>Walls," Andy's Steak House, Oak</u> <u>Brook, 7 PM, Larry Herm, 887-1400</u></p>	<p>19</p> <p><u>ARCHITECTS in GOV'T/IND/ED</u> <u>PROGRAM: "Practical Legal Is-</u> <u>ssues-Schematics thru Construc-</u> <u>tion," noon, CCAIA Board Room</u></p> <p><u>SMPS MEETING: "Lending Organi-</u> <u>zations Look to Design Teams,"</u> Midland Hotel, 11:30 AM - 2 PM, information: Lee Benish 952-8338</p> <p><u>WORKSHOP: "Time Management on</u> <u>Design Projects," PSMJ sponsored,</u> Maryellen Meck, 617/731-1912</p>	<p>20</p> <p>CCAIA CONFERENCE: The Decision Maker: Architect/Designer/De- veloper," Holiday Inn Mart Plaza, \$75 AIA members, reser- vations by April 18</p>
<p>24</p> <p><u>LECTURAL</u> <u>ie 4/25</u></p> <p>with 15, Ar- fee</p> <p><u>PROGRAM:</u> 5 PM,</p> <p>URE: Spatial lier,</p>	<p>25</p> <p><u>SEMINAR: "Marketing Your Ar-</u> <u>chitectural Services," Nation-</u> <u>al AIA sponsored, thru the</u> <u>26th, Ramada O'Hare, call</u> <u>202/626-7353</u></p> <p><u>EXHIBITION: Drawings by Eugene</u> <u>Tsui, Last Day at Graham Found-</u> <u>ation, 4 W. Burton, Monday-</u> <u>Thursday, 10 AM - 4 PM.</u></p>	<p>26</p> <p><u>CSI MEETING: (Chicago Chap.)</u> <u>"How are Your Butta?" (hardware)</u> panel, Bismarck Hotel, 6 PM, CSI \$14, non-members \$15, call Jack Brian 236-7345</p>	<p>27</p> <p><u>GOLD MEDALLION BALL: 4th</u> <u>annual, Ritz Carlton Grand</u> <u>Ballroom, information: Jamie</u> <u>Morrisey 645-1836</u></p> <p>1882: American City Planner Frederick Law Olmsted Born</p>

New Members

AIA

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From St. Louis, ROBERT B. BROWNSTEIN, AIA, Developers Design Corp., and MARJORIE MILLER-BROWNSTEIN, AIA own firm; from Houston, SUSAN DEE, Associate, Stein & Co.; from Central Illinois Chapter, EDDIS GOODALE, Associate, Wennlund & Slomka

'Wright Plus' Offers Tour on Two Days

In honor of its 10th anniversary, the Frank Lloyd Wright Home and Studio Foundation will offer its annual housewalk on both Saturday, May 18, and Sunday, May 19, from 9 AM to 5 PM.

Eleven buildings will be open for guided tours, six designed by Wright: his Home and Studio (1889-1898), the Frank Thomas House (1901), the Arthur Heurtley House (1902), the Peter Beachy House (1906), Mrs. Thomas Gale House (1909) and Unity Temple (1909).

The five additional homes date from 1890 to 1911 and include the home and studio of architect E. E. Roberts and the William A. Douglas House designed by Patton & Fisher in 1911.

Proceeds of the tour will be used to match the major challenge grant recently awarded to the Home and Studio by the Kresge Foundation to help fund the remaining restoration of Wright's home.

Tickets are \$20 before April 15; \$25 thereafter and may be purchased by mail from the FLW Home and Studio, 951 Chicago Ave., Oak Park 60302. Tickets may also be purchased by phone with Visa or MasterCard: call 848-1978.

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Competition Best in Product Display

This annual competition, intended to promote excellence in product display, is held in conjunction with Neocon and is sponsored by the Chicago Chapter Interior Architecture Committee and Interiors Magazine.

Manufacturers or designers responsible for the design of unique product displays without participating Neocon 17 showrooms at the Merchandise Mart and International Expo Center are eligible to enter. Competition categories are: lighting, accessories, workstation systems, free standing desks and tables, seating, floorcoverings, fabric and wallcoverings, storage and shelving, and architectural elements.

Entries are due no later than May 15 and will be judged

on Tuesday, June 11. The jury is comprised of George Pappageorge, AIA; Kirsten Beeby, Edward Raap, AIA; and John Reinert, AIA. There is no entry fee for the competition and entry forms are available at the Chapter office.

ATTENTION!

IMPORTANT REMINDER! NOTE THIS INFORMATION! DON'T FORGET!

Interior Architecture Awards entries are due in the Chapter office by 4 PM on Thursday, April 18.

Your declaration of intent to enter the Distinguished Building Awards should be at the Chapter by May 14, and the submission of your entry is due June 11. This year's DBA exhibit will be at the Museum of Science and Industry.

Getting Value for Your Membership

Once a year, AIA members gather to chart the Institute's course, set its goals, and mark its achievements. This is the National AIA Convention, and this year it's in San Francisco.

Value Architecture is the Convention theme, and value is what you get when you attend. As a DELEGATE you will help elect Chapter member Donald J. Hackl, who is running for National AIA Vice President. You will make an important commitment to yourself & to the AIA by becoming a DELEGATE. TO SIGN UP

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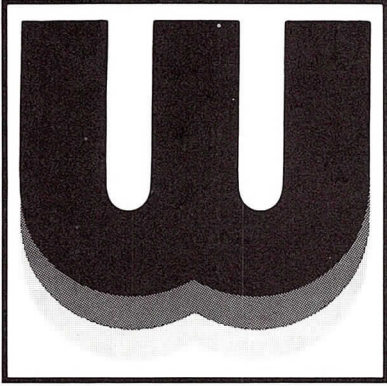
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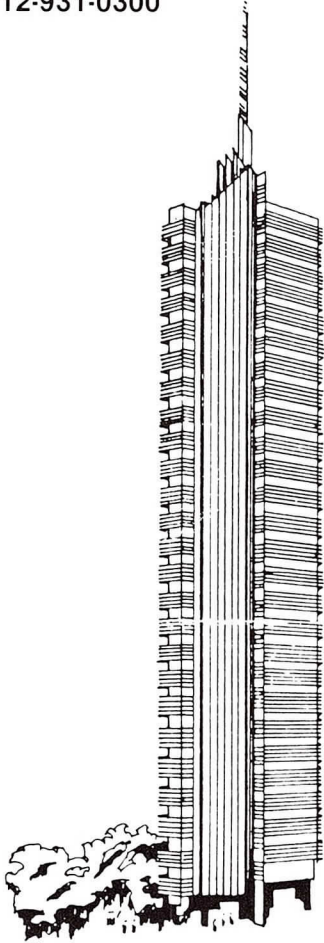


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Committee Sign-up Form, II

It is our guess that some of you were frustrated by the size of the Committee Sign-Up Form, I, which appeared in the February issue of FOCUS. There was, no doubt, a great deal more information that you wished to impart to the Chapter office, and we (the FOCUS) did not provide ample space.

Now that the form is three times the size, you can spread out, use colored pencils, markers, calligraphy pens, et al to

A. Tell us on which committees you would like to be active;

- | | |
|---|--|
| <input type="checkbox"/> COMPUTER | <input type="checkbox"/> MEMBERSHIP |
| <input type="checkbox"/> DESIGN | <input type="checkbox"/> OFFICE PRACTICE |
| <input type="checkbox"/> HISTORIC RESOURCES | <input type="checkbox"/> REAL ESTATE |
| <input type="checkbox"/> HOUSING | <input type="checkbox"/> STUDENT AFFAIRS |
| <input type="checkbox"/> INTERIOR ARCHITECTURE | <input type="checkbox"/> YOUNG ARCHITECTS |
| <input type="checkbox"/> GOV'T/INDUSTRY/EDUCATION | <input type="checkbox"/> PLANNING/URBAN AFF. |

B. In order to facilitate Chapter government affairs activities, the directors of the CCAIA are attempting to identify members who are officers or directors of cultural, educational, political, and social organizations. To help this effort, please complete this portion of the form also.

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Address _____

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PLEASE RETURN THIS FORM TO THE CHAPTER OFFICE, 53 West Jackson, Chicago, IL 60604

The Focus Notebook

FUJIKAWA JOHNSON AND ASSOCIATES announces the following changes: JOSEPH FUJIKAWA, AIA, chairman; GERALD JOHNSON, AIA, president; DOUGLAS JOHNSON, AIA, vice president; and MORTY ANDERSON, GARY BONIWSKI, and JAMES CAGNINA, senior associates.....Chapter members CYNTHIA WEESE, MELVIN MILTON, HOWARD DECKER, and NDA SEARL formed the jury for the Columbus Chapter's 85 Honor Awards Program. WEESE acted as chairman of the jury.....NORMAN DE HAAN was a speaker at the 1985 Design Chicago held at the Graham Foundation.....VINCENT SCULLY will speak on "Pueblo Architecture" on April 9 at The Art Institute, 5:30, in Fulton Hall. His lecture is the first in a series of three free public lectures in honor of the new installation of the Art Institute of Chicago in the Americas Galleries.....The presentation of the CHICAGO INTERNATIONAL GOLD MEDAL will be made during the International Visitors Center 4th Annual Gold Medal Ball, Saturday, April 27, in the Grand Ballroom of the Ritz Carlton Hotel. Honorary Chairman of the Ball is JIM EDGAR, SECRETARY OF STATE. Previous medals have been awarded to Sir George Bernard Shaw, Saul Bellow, and Ardis Kanak.....THE SCHOOL OF ARCHITECTURE at University of Illinois, Urbana-Champaign is announcing a series of 3-day intensive training sessions in the use of a popular microcomputer CAD system. The format will consist of short instruction sessions followed with application, under the guidance of tutors. Plans are to run the sessions Friday-Sunday. There will also be a series of intensive 1-day sessions on their popular software including D-Base III and Display Master 2. All are scheduled to begin early this summer. Contact: Prof. Donald Bergeson, School of Architecture, 8 E. Lorado Taft Dr., Champaign 61820, 217/333-1330.....

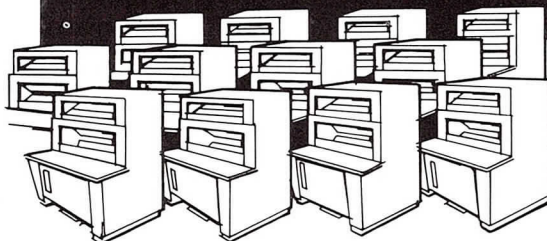
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The Career Discovery Program at HARVARD'S GRADUATE SCHOOL OF DESIGN will offer a 6-week program that offers participants the chance to test a career in architecture, landscape architecture, or urban design/planning before the costly investment of graduate education. The program begins July 1, and applications are accepted until May 1. Contact: Career Discovery, Box PR, Harvard Graduate School of Design, 48 Quincy St., Cambridge, MA 02138, or call 617/495-9340....THE SAFE BUILDINGS ALLIANCE has announced the publication of What You Should Know About Asbestos in Buildings, a booklet designed to help the public develop sensible solutions to the asbestos issue & avoid the potential health risks resulting from hasty & often unnecessary asbestos abatement practices. To order a copy write the Safe Buildings Alliance, 655 Fifteenth St., N.W., Suite 1200, Washington, D.C. 20005, or call 202/879-5120....The keynote speaker at NI-GAS 11th ENERGY EXPO will be Llewellyn King, publisher of The Energy Daily. NI-Gas EXPO will be held at the Arlington Park Hilton, April 4, from 7:45 AM to 4 PM. Contact Charles Cummings at 355-8000....NIEDERMAIER DISPLAY, 2835 N. Sheffield, will

be the setting for an American Cancer Society benefit the night of April 12. A showcase of entertainment, including some of Chicago's most prominent blues musicians, will highlight the evening in the three-story display house. Admission is \$35 per person. For further information call 372-0471....PSMJ will present a 1-day workshop on "TIME MANAGEMENT ON DESIGN PROJECTS," April 19. Tips to save time in a design office include: how to "juggle" a multiple project, multiple client workload; learning how to say "no" to the boss or client & not lose their respect; how to manage "crisis." For further information contact, Maryellen Meck, 617/731-1912....PSMJ's got another one for you: NEGOTIATING HIGHER DESIGN FEES," to be held in Chicago on April 18. Specific tips here include: what to say when clients say your price is too high; how to respond when asked to bid; how to increase your fee in a negotiation; 10 terms to include in every contract. Talk to Maryellen on this one too...."CERAMIC ART AND ARCHITECTURE," the 19th annual conference of the National Council on Education for the Ceramic Arts, will feature lectures, demonstrations, and panel discussions on the use of ceramic arts in

architectural design. The conference will be held in St. Louis April 3-6 at the Chase Hotel. Conference registration includes a year's membership to NCECA and a one-year subscription to the Journal and quarterly newsletter. The fee is \$80 and should be sent to Regina Brown, NCECA, P. O. Box 1677 Bandon, OR 97411....A/E PROMOTION STRATEGIES will be held April 10 at the Chicago Westin Hotel. The format consists of case studies of effective promotion programs presented by marketing principals of design firms. A 2nd day of advanced workshops will be offered for those attendees interested in more in-depth information. Registration fee is \$345. For information contact A/E Marketing Journal, Box 11316, Newington, CT 06111, 203/666-9487....DON'T MISS THE "ALVAR AALTO: FURNITURE & GLASS" EXHIBIT at the Block Gallery on the Northwestern University campus, which continues through April 7....THE LANDMARKS PRESERVATION COUNCIL OF ILLINOIS has announced the appointment of DEBORAH M. ROSENTHAL as its new Executive Director. Previous director Amy Hecker has joined Chicago Dock & Canal Director of Operations. Ms. Rosenthal is an attorney with a background in urban planning and historic preservati

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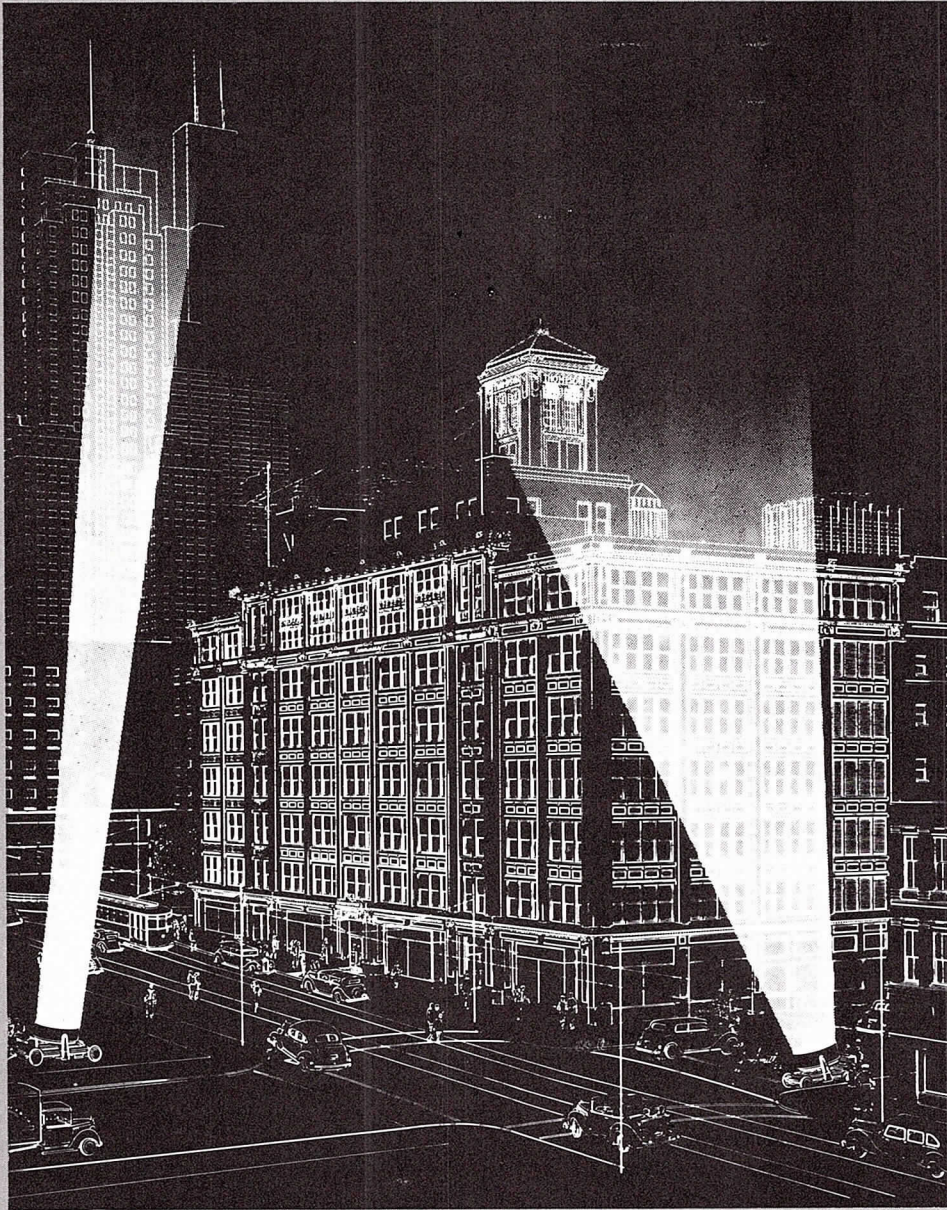
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