

CCAIA Programs Rival Each Other for Success

Weather Makes Weak Attempt to Mar Plans

Heat On at CCAIA Annual Dinner

The mercury the last week in May registered at levels cooler than normal (can any season in Chicago be termed normal?), but on May 30 the temp once again soared in the city and reached steamy heights in the ballroom of the South Shore Country Club that night.

While restoration of the old club, now owned by the City of Chicago Park District, seemed to not include the A/C required by most of us for certain levels of activity, it did give proper backdrop for the CCAIA Annual Dinner/Dance, and the black tie affair successfully combined elegance and terrific attire with the creative absurdity of individually fashioned hardhats and other specially adapted headgear. *See Annual Dinner, pg. 6*

Interiors Ceremony Shines in Spite of Rain

Rain storms threatened Chapter events twice in one week, but our shows always go on.

Seventeen Sandcastle teams showed up on Saturday, June 7 eager, in spite of precipitation reports that eventually blossomed into reality. Well over 200 people entered the doors of the Graham Foundation's Madlener House on the evening of our Interior Architecture Awards presentation innocent of media assurances that a major storm was moving in and ignoring the accumulating dark clouds offering proof of the reports.

It was SRO on the third floor of the Madlener mansion at 4 West Burton the night of June 10 when 1986 Interior Architecture Awards Chairman Michael

Youngman, AIA, opened the awards ceremony by presenting slides and a narration on each of the jury members' work. In an impressive preparation for this section of the program, Youngman had read a biography on each of the prominent designers who made up the Awards Program jury.

The 1986 Interiors Awards Program boasted the largest participation ever with 94 entries. Jim Stoller, AIA, who assisted Youngman in coordinating the competition, provided the commentary during the slide presentation of all 94 entries. Each winning project was given special focus with Youngman commenting specifically on its merits and Interior Architecture Chair Vicki Behm making certain each designer, contractor, and owner received the proper certificate.

Chapter program timing is usually unique, and while all the pomp was in motion upstairs, Chapter staff member, Ted Whitmer, was whisking cartons of sparkling wine in from the torrential downpour — a garden reception had been planned, but by the time the 200+ guests descended the stairs to the main floor, it appeared an indoor party had all along been in the works. Once again, another success! (Photos of winning projects start on page 3.)

A.K.



Jack Hedrich receiving congratulations on his Honorary Chicago Chapter Membership from Ed Uhler, 1986-87 President, and Norman DeHaan, enjoying his last night as 1985-86 President at the CCAIA Annual Dinner/Dance.

Washed Out, but...

Sandcastlers Prove They're Not Wash-outs

Despite the mid-morning sunshine that evolved into grey skies and rain, the annual Sandcastle Competition took place Saturday, June 7.

While steadily at work digging and sculpting, the grey clouds darkened above to an untimely downpour, which sent everyone into a running flurry, save one

See Washed Out, pg. 2

President's Report on the 1986 Convention

The 1986 National AIA Convention took place in early June in San Antonio, Texas. In spite of extreme heat, floods, burning train wrecks, and other minor catastrophies, business was conducted and a new slate of officers elected.

Jacksonville, Florida architect Ted Pappas, FAIA, is the 1987 AIA first vice president/president elect, having defeated, on the first ballot, A. Notley Alford, FAIA, and Theodore F. Mariani, FAIA. Ted will assume office in December, and he will become president of the AIA in 1988, after Chicago's Don Hackl, FAIA, completes his term as president. Ted was nominated by Chicago's best architect/comedian, Jack Hartray, who praised Ted's vast ability and dedication to the profession. He urged the delegates to vote for Pappas even though he is "totally devoid of charisma."

Three vice presidents were elected for one year terms from a field of six candidates. They are Leon Bridges, FAIA, Baltimore Chapter; William W. Herrin, Jr., AIA, North Alabama Chapter; and Robert A. Odermatt, FAIA, East Bay California Chapter. Re-elected for a two-year term as secretary was Phillip W. Dinsmore, FAIA, Southern Arizona Chapter.

The convention delegates approved perhaps the most important issue to come before them: the mandatory AIA *Code of Ethics and Professional Conduct*. The Board was directed to take the necessary actions to establish implementation procedures, including modification of the bylaws by January 1, 1987 when the code will become effective. The Code will be a clear statement to clients and the public alike of an AIA member's accountability and dedication to high professional standards. The Code will be mailed to all Chicago members when it becomes available.

In other business, the delegates rejected a proposed bylaw change that would have altered the current nomenclature of "member" and professional affiliate to read "professional member" and "allied affiliate" respectively. They also turned down a proposal to change all bylaw references from "supplemental dues" to "firm dues." A proposed bylaw change to redefine the Associate Member category was tabled.

Convention delegates endorsed a

resolution calling upon the AIA to "develop a vision of the practice of architecture in the year 2000 and strategies to optimally place the architect within that practice and within the society which the practice will serve." They also passed a resolution to reaffirm its commitment to public awareness of architecture through the education of elementary and secondary students. \$88,000 per year is spent in this effort.

Mandatory "Code of Ethics" approved

Defeated resolutions were to provide a seat on the Board of Directors to be filled by an Associate Member, study a change in the program and fiscal years from January-December to July-June, periodically evaluate the effectiveness of Institute committees and eliminate those that don't produce; support the licensing of design professionals other than architects and engineers, and sponsor a bylaws amendment that would include Associate members in the convention delegate count.

The Chicago Chapter and the Illinois Council withdrew the resolution we co-sponsored for the graduated supplemental dues for new firms. This decision was based on a response from the Task Force on Dues Simplification that indicated that they would seriously consider our resolution in a final report to be presented at the 1987 Convention. They will require more documentation from the Chicago Chapter in order to support this change so letters should be directed to me at the Chapter office. Copies of all bylaw changes and amended resolutions are available for examination at the Chapter office.

It was also announced that the magazines *Architecture* and *Architectural Technology* will merge to create the most complete magazine in the field and also save the AIA some money. It is promised that there will be no reduction in the content, in fact it will be expanded. The first issue will be published in October 1986.



Edward Uhler, AIA
President

Washed Out

Continued from pg. 1

lonely, desolate being who refused to be compromised by the inconvenience.

Wet and shivering under a plausible shelter, the event yielded to the ultimate defeat — rain. Amid the boos and groans, the host, Tom Welch, was obligated to officially terminate the event; however, one's sorrows were quickly soothed at Marge's Bar.

Among the 17 diligent teams composed of architects, friends, and families who were constructing their "Ultimate Sports Stadium" were: Stenbro Associates, Ltd., Superfan & Friends, Advent Design Group, ISD Incorporated, The Kids House, Opus Corporation, Braun Skiba, SOM, Jack Train & Associates, Loeb Schlossman & Hackl, Chadwick & Associates, Family, Raymond J. Green & Associate, Holabird & Root, Motley Crew, Swanke Hayden & Connell, Marshall & Associates.

In appreciation of the participants valor amid a natural disaster, the children's teams were presented with the "Rainbow Award" and the adults all won a first place "Wash-Out Award," with a promise of sunshine next year.

Reported by LN Brown

Ellin Brown is the Chapter's new documents clerk and membership assistant. In conversations with the editor she has divulged that she recently moved to Chicago from Paris where she lived for four years. Ellin attended the Greta de LaMode school of design, being the only American in a class of 10, free-lanced for designers, and costumed the production of Damien at the Casino de Paris. She plans to attend the University of Chicago studying literature, writing, and French with the intent of returning to Paris to teach.

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1986 Interior Architecture Awards

AWARDS JURY

Orlando Diaz-Azcuy, Vice President and Design Principal, Gensler and Associates
Matthew Mills, AIA, President, Robinson Mills & Williams

Andrew Belschner, Architect

Richard Brayton, AIA, Associate, Charles Pfister Associates

Brian Cane, Vice President, Product Design & Development, Metropolitan Furniture Corporation

1.

Honor Award

**GRACE PLACE EPISCOPAL
 COMMUNITY CENTER**
 Chicago

Architect: **Booth/Hansen & Associates, Ltd.**

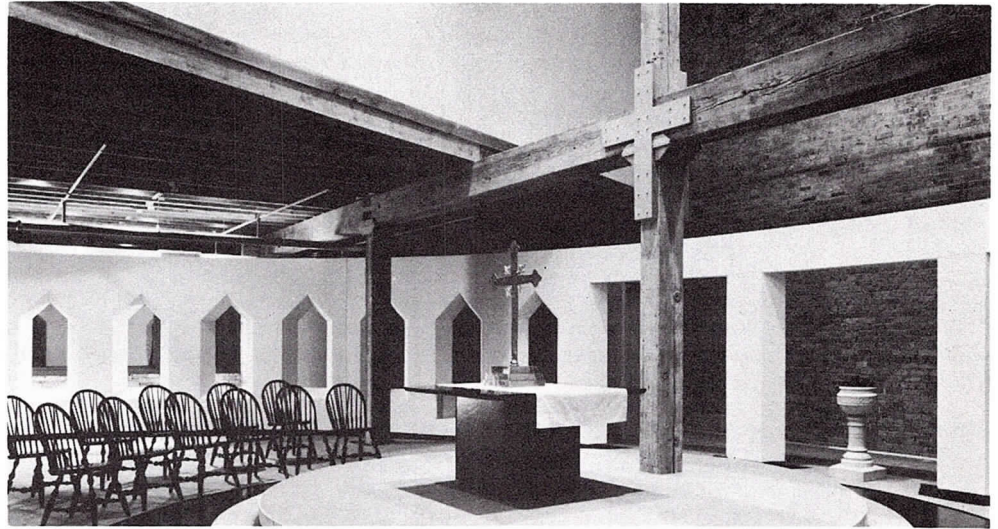
Owner: **Grace Place Episcopal Church**

In-the-Loop

Contractor: **W.B. Olson**

Photographer: **Howard Kaplan**

Symbolic imagery is extremely powerful . . . beautiful, uplifting and straightforward recall of old meeting hall . . . terrific plan for a church in a loft space.



1

2.

Honor Award

LINCOLN PARK RESIDENCE
 Chicago

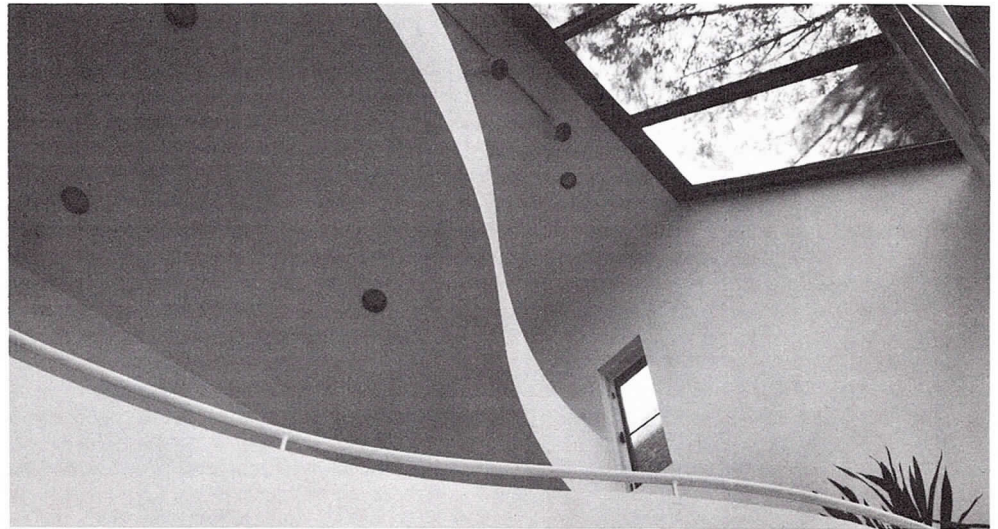
Architect: **Marvin Ullman Architects**

Owner: Name withheld

Contractor: **Schultz & Blackmore**

Photographer: **Wayne Cable Photography**

Plan has big ideas in a small scale . . . strong architectural elements . . . super stairs, definitely a quality interior project.



2

3.

Citation of Merit

PRIVATE BANKING
 Chicago

Architect: **Hancock & Hancock**

Owner: **Harris Trust & Savings Bank**

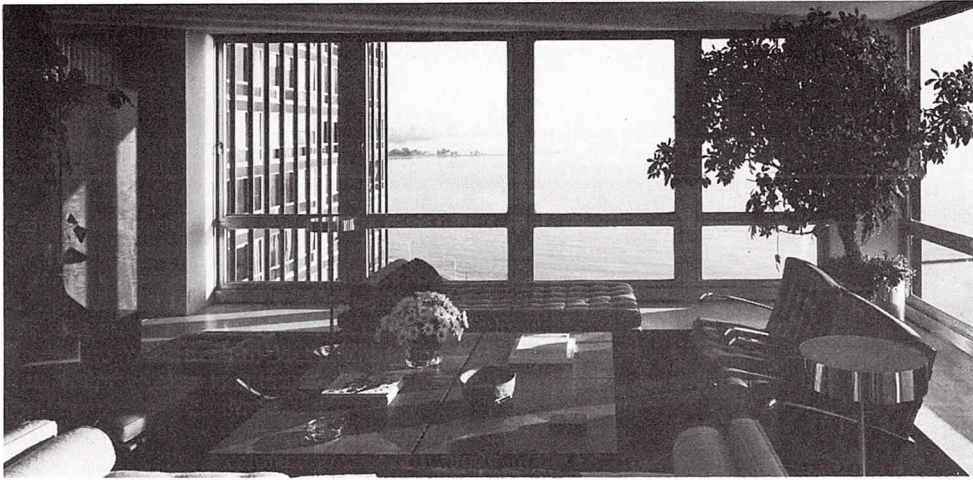
Contractor: **H.B. Barnard Company**

Photographer: **Nick Merrick, Hedrich-Blessing**

Clearly has the feeling of a bank . . . conservative, quality materials, rich dark wood palette . . . good plan . . . nice organization . . . statement of classic design.



3



4

4.
Citation of Merit

DONALD D. POWELL APARTMENT
Chicago

Architect: Powell/Kleinschmidt
Owner: Donald D. Powell
Contractor: H.B. Barnard Company
Photographer: Hedrich-Blessing

Classic approach . . . design appropriately Miesian in a Mies building . . . furniture shows quality.

5.
Citation of Merit

**“A DAY IN THE COUNTRY:
IMPRESSIONISM AND THE FRENCH
LANDSCAPE”**

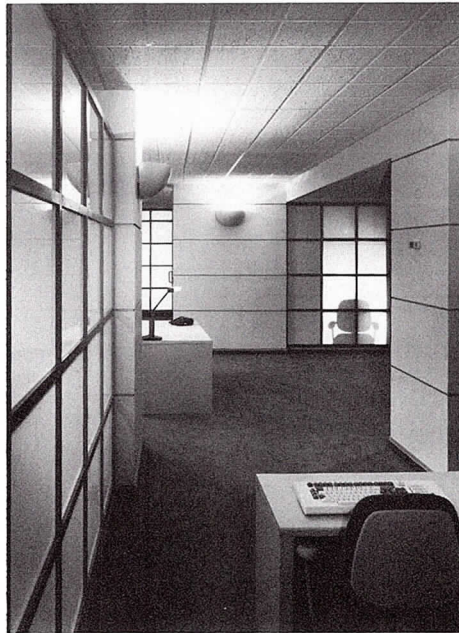
Exhibition installation at The Art Institute of Chicago

Architect: Florian Wierzbowski
Owner: The Art Institute of Chicago
Contractor: The Art Institute of Chicago
Photographer: M. Elizabeth Ernst

Plan is refreshing and well thought out . . . Spatially it is reminiscent of a little farmhouse with its many rooms . . . vistas allow appropriate focusing on paintings.



5



6

6.
Certificate of Merit

OFFICE RENOVATION
Chicago

Architect: Lester B. Knight Associates
Owner: University of Illinois Alumni Association
Contractor: University of Illinois
Photographer: Howard Kaplan

Stylized interior that is nicely consistent . . . investigates the idea of motion within space . . . back lighting photography has an Alfred Hitchcock quality.



7

7.
Certificate of Merit

PEDIATRIC UNIT, MERCY HOSPITAL
St. Joseph, Michigan

Architect: Hansen Lind Meyer
Owner: Mercy Memorial Hospital
Contractor: McCarthy Construction
Photographer: M. Elizabeth Ernst

Very oriented toward children . . . ambience is delightful . . . strong in conveying message . . . sympathetic to children's needs.

8.
Certificate of Merit

RINGOLEVIO STORE
Chicago

Architect: **Himmel/Bonner Architects**
Owner: **Ringo, Inc.**
Contractor: **Ringo, Inc.**
Photographer: **David Clifton**

Plan is artsy and original, like a jigsaw puzzle exploding . . . sophisticated design . . . interesting custom store fixtures to effectively display merchandise.



8

9.
Certificate of Merit

**KATTEN, MUCHIN, ZAVIS, PEARL,
GREENBERGER & GALLER**
Chicago

Architect: **ISD Incorporated**
Owner: **Katten, Muchin, Zavis, Pearls,
Greenberger & Galler**
Contractor: **IAI of Illinois**
Photographer: **Nick Merrick,
Hedrich-Blessing**

Clean . . . responsive . . . direct, clear statement of design . . . well organized.



9

10.
Certificate of Merit

**CPM INCORPORATED CORPORATE
OFFICES**
Chicago

Architect: **Hague-Richards Associates, Ltd.**
Owner: **CPM, Incorporated**
Contractor: **Ben A. Borenstein & Company**
Photographer: **Nick Merrick,
Hedrich-Blessing**

Everything well done . . . good placement of walls . . . responsive approach.



10

11.
Certificate of Merit

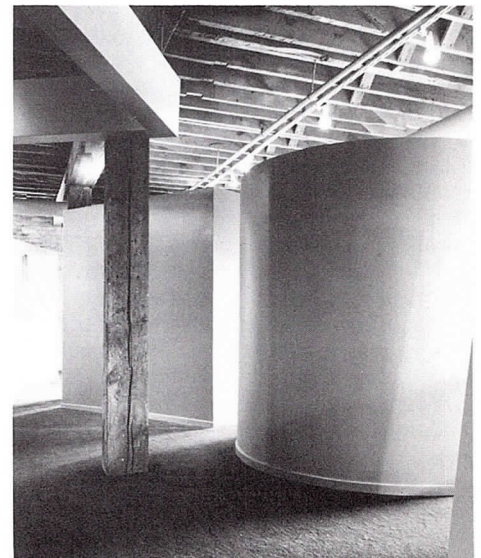
OFFICE OF HORWITZ MATTHEWS
Chicago

Architect: **Pappageorge Haymes, Ltd.**
Owner: **Horwitz Matthews**
Construction Manager: **Pappageorge
Haymes, Ltd.**
Photographer: **Abby Sadin**

Innovative . . . simple vocabulary with the abstract . . . use of bright colors is successful.

**1986 INTERIOR ARCHITECTURE
AWARDS COMMITTEE**
Michael Youngman, AIA, Chairman
James Stoller, AIA
Vicki Behm, Interiors Committee
Chairman

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11

Annual Dinner

Continued from pg. 1

The absence of air-conditioning from the once-again-elite club did not deter otherwise reserved professionals from altering their neuromuscular proprioception ordinarily restricted to drawing board wrist and arm movement. To say our members and guests had a good time would be a kinesthetic understatement. Quoting Past President Norman DeHaan, "It is now proven: architects *can* have a good time." DeHaan has suggested to his successors, 1986-87 President, Ed Uhlir, and 1987-88 President, Cynthia Weese, they ensure that future nominating committees consider for the CCAIA Board of Directors only those architects who can dance.

The party also established the truth that architects make their own hats, parade them unabashedly in front of their peers, and win prizes doing it. The first place winners capturing a flight for two to Dusseldorf, compliments of American Air Lines, were Susanne Roubik, architect at SOM, and Peter van der Meulen, an

Those New Voices You Hear

That new voice you've been hearing when you call the Chapter office is in all probability our new receptionist/public information specialist/assistant in many committee typing and mailing endeavors — Cynthia Gordon.

Cynthia is Chicago born and raised and a recent graduate of Delta State in Cleveland, Mississippi where she received her B.B.A. with a concentration in management. She plans to attend Roosevelt University in the fall to obtain her Masters in Business Administration. Because Cynthia describes herself as a "people person" she perfectly fits the description and fills the need for a public information representative for the Chapter.

Both Cynthia and Ellin Brown, our new documents sales clerk/assistant to membership/programs and miscellaneous overflow, showed great courage and pioneer spirit by joining the Chapter while we've been deep in the frustrations and inconveniences of an office move.

associate at Perkins & Will. Roubik and van der Meulen draped grid patterned fabric over foamcore shoulders and fashioned headdress to simulate the Wrigley Building's towers (van der Meulen as the Clock). A table of friends supplied the famous beams of light to the twin towers by shining flashlights on the Roubik/van der Meulen Building as it promenaded the ballroom dance floor for the parade of headdress.

Other prize winners were Ravio Balciunas who carried a Bascule bridge on his head, Wojciech Madeyski transforming a hardhat into a Greek helmet, Mr. & Mrs. D. Coder Taylor whose profuse money trees reflected the current building trend, and Tom Rossiter who celebrated our Lady of Freedom's Birthday early with her replica teetering 18" above his head.

Judging all this ingenuity were Larry Roland, president of the Royal Institute of British Architects; Elizabeth Paepcke, Aspen Center for Environmental Studies; and Debra Birnbaum, Business Volunteers for the Arts.

There was a very special moment when Jack Hedrich, of the renowned Chicago architectural photography firm, Hedrich-Blessing, was presented with an Honorary Chicago Chapter, AIA membership.

This editor and party participant from a far corner (well, there were a *few* dance steps executed) understands that our British guests were lined up at the hotel telephones the next day calling DeHaan and Executive Director Jane Lucas extolling our party propensity and dance floor agility. It is also rumored that our British friends (which we all were by the end of the evening) were the last to leave. Never mind they were locked out of the bus furnished by DeHaan.

More . . .

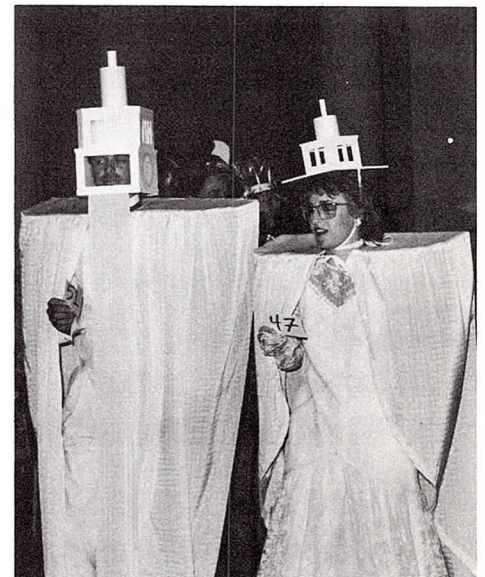
The success of this annual dinner-as-party has induced many to inquire whether the architects ball, last heard from near the end of WWII, will be re-established as an annual event. Thanks to Jim Stefanski, John Nelson, Ed Uhlir, and Cheryl Kent. I think it is safe to say that the 1986 Annual Dinner/Dance served as a healthy precursor to such an institution.

A.K.

As the Camera Recorded Them



Mr. & Mrs. D. Coder Taylor prove "we're in the money."



Susanne Roubik and Peter van der Meulen parade as the Wrigley Building.



Mr. & Mrs. Werner Sabo (left), Susan Tindall and Dan Dobruse.



Department of Planning's Elizabeth Hollander focuses on preservation of the Chicago Theatre.



Mary Wolkonsky and Harold Hellman engage in meaningful dialogue while Caroline Hellman and John Nelson give their attention to the camera.



A toast in the name of liberty.



Margaret, Irene, and Paul McCurry cooperate for our party photographer.

Photography through talent of Mary Beth Carroll of Tigerman, Fugman & McCurry.



Ravio Balciunas and his Bascule bridge.

Apologies

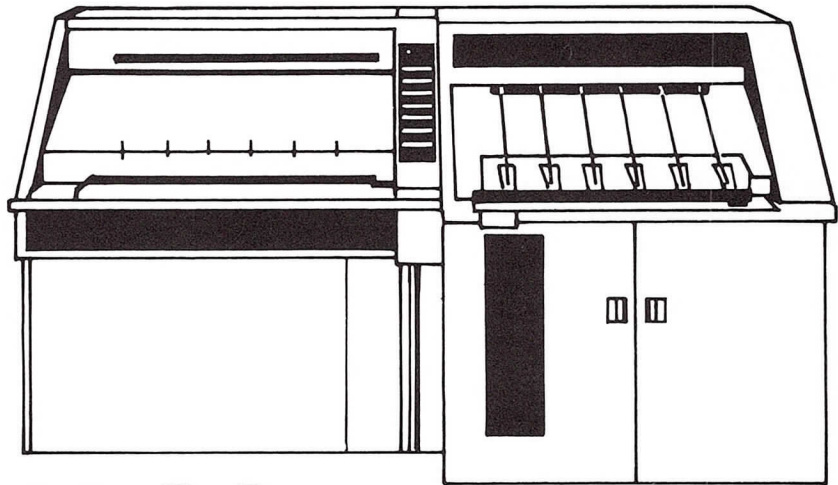
- Missing from "contributors to our Awards Programs" listed on page 4 of the June *Focus* was Mr. Richard Stein, Stein & Co., who contributed \$5000 to the Distinguished Buildings Awards catalog.
- It was erroneously reported on page 18 (also in June *Focus*) that Past President Norman DeHaan attended a builders conference in Kore (that's Korea without the "a"). In fact DeHaan attended the Aspen Institute Conference on Buddhism in Korea.

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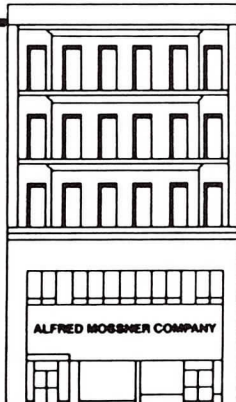
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July Calendar

- 3 Focus Deadline**
- 4 Birthday Party for U.S.**
- 8 CCAIA Executive Comm. Mtg.**
Board Room, #350. 8 a.m.
- 9 Planning & Urban Affairs Comm. Mtg.** Mitchell Karden of Metropolitan Planning Council will discuss their 1986 projects. CCAIA Board Room. Noon.
- Architects for Health Comm. Mtg.**
Room 825, Monadnock Bldg. Noon.
- 15 Niedermaier Tour.** Manufacturing facility at 2835 N. Sheffield open to members tour. Free, but must RSVP to 663-4111. Tour starts 6 p.m.
- Graham Foundation Exhibit.** Last day of watercolors by Rita Wolff. Public welcome Mon.-Thurs., 9 a.m.-4:30 p.m. Information: 527-7553.
- 17 Micro-computer Users Group Comm. Mtg.** CCAIA Board Room. 5:30 p.m.
- 22 CCAIA Board of Directors Meeting.** Board Room. Noon SAA Meeting. Contact Pat Shearer, 641-5959 for information.

THROUGH JULY

Piranesi's "Views of Rome" & "Imaginary Prisons" at R.S Johnson Fine Art, 645 N. Michigan Ave.

AUG. 1

Deadline. PCI Awards Program. Mail entry/contact for information: Prestressed Concrete Institute, 201 N. Wells, Chicago 60606.

1987

AIA Honor Awards

Call for Entries

Entry Forms to be posted
by September 30, 1986
Information/Entry Form
202/626-7390

New Members

AIA

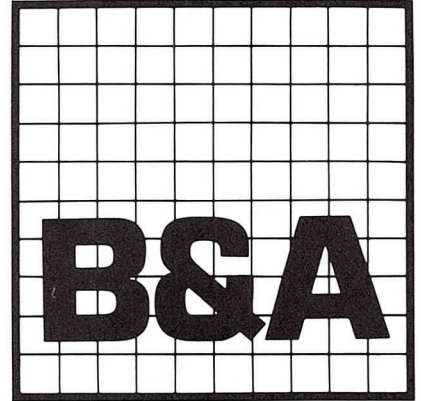
Naseer Ansari, Walgreen Co.; Dana Blay, Denis Boyd, Management Networks, Inc.; John Arnold, Lohan Associates; James W. Baird, Holabird & Root; Nathaniel Boyd, Jr., D'escoto, Inc.; Charles Cedarholm, Wendt Cedarholm Tippens; Stephen Christien, Weese Hickey Weese; Daniel Cinelli, O'Donnell Wicklund Pigozzi; Francisco Castelli, Holabird & Root; Kenneth C. Crocco, Lohan Associates; Peter Eckroth, Anderson Mikos; Frederick Fosnot, Frederick C. Fosnot Associates; James R. Fair, Larson Associates; Kai-Yu David Fung, Bevins Consultants, Inc.; Harold Hoyer, Kober/Belluschi Associates; Edward P. Kestin, CNA Insurance; Dennis Langley, Weese Hickey Weese; Kenneth E. Lee, Green Hiltcher Shapiro, Ltd.; Evert Lindberg, LaRocca Associates; Mark E. Miller, Arcon Associates, Inc.; Todd Main, Todd Main Associates; Roger McFarland, Lohan Associates; Michael Messerle, Nagle Hartray; Carl Moskus, SOM; Mark Morden, Wiss, Janney, Elstner Assoc., Inc.; Guy C. Parker, Oakton Community College; Mark E. Roeser, Norman DeHaan Associates; Martin Serena, Serena Sturm Architects, Ltd.; Martin Sterr, Chris Stefanos Associates; Chris Tsamados; Lewis E. Wilson, Vickrey Ovresat Awsumb, Associates; Lawrence Weldon, Lohan Associates; Charles G. Young, Hammond Beeby & Babka.

Reinstating their AIA memberships are: Attila Demeter, Welton Becket; Chester Tobolski, Chester Tobolski, Architect; William C. Tippens and Forrest Wendt, Wendt Cedarholm Tippens.

Congratulations to: Raymond Bayley, Hague-Richards Associates; Barnett McCulloch, FGM; and Robert Sekowski, The Austin Co. who have received their license to practice architecture and have upgraded their membership to AIA.

Associates

Patrick Connors, City Inspectional Services; John Greiwe, SOM; John Fried, Norman DeHaan Associates; Elizabeth Hale, Loeb Schlossman & Hackl; George Kugler, Walter Soebel; N. Scott Johnson, SOM; Alan A. Madison, The Architectural Associates; Daniel R. Meis, Golub & Company; D. Scott O'Brien, Hague-Richards Associates; Victor Nelson, Hancock Design Associates; Dennis Ryan, Gelick Foran & Associates; John Sierra, Hansen Lind Meyer; Joseph Pasquinelli, SOM; Lawrence Zimmer, VOA; Ying



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Wang, SOM;

Upgrading to Associate from Student Affiliate is **Michael Abrams**, Norman A. Koglin Associates.

Reinstating her Associate membership is **Roxanne Millican**, U.S. Postal Service.

Professional Affiliates

Nancy Berryman, Berryman Enterprises; **Jeff Harger**, Harger Lightning Control; **Ben Karlson**, Karlson Kitchens; **Michael Petersen**, Petersen Aluminum; **Michael Prendergast**, Wells Fargo Alarm Service; **Kent Ramm**, Ramm Brick; **Edward van Amerongen**, Great Lakes Group.

Student Affiliates

From IIT: **Evelyn Alford**, **Kristin Kennedy**, **John Jesse**, **Mark Spencer**, **Alfred Kemm**, **Matt Cison**, **W. Joseph McNally**, **Perilles Georgopolous**, **Kevin Estrada**, **Thomas Hareas**, **Michael Bertucci**.

From the School of the Art Institute: **K. Lasker-Goldberg**, **Vivian Ginsburg**, **Giat-Lin Yap**, **Jiah Nam**, **Harry Zernike**, **Naomi Deutsch**, **B. Blair Brown**, **Lynda Haines**, **Sandford V. C. Davis**, **Judith Dreyer**, **Abd Rahim Awang**.

Transfers

From Wisconsin: **Bruce M. Haxton**, AIA, **Murphy Jahn**; from Indiana: **Linda Lee Nelson**, AIA, **School of the Art Institute**; from Iowa: **Sidney K. Robinson**, AIA, **UIC School of Architecture**.

Neidermaier Tour

July 15

Read it on pg. 14

Marketing

Management and Administration — Everyone's Business

By **Dale C. Jones**

The fifth and final article in a series on marketing by Jones, who is director of marketing at Schirmer Engineering Corporation.

Management and Administration forms the framework and direction for executing the plans for your firm's future. Business development, public relations and client relations all interrelate to execute the direction chosen for the firm. The management and administration of marketing provides the goals and objectives for the company, gathers information on forecasting, budgeting and manpower requirements, provides recognition of internal marketing issues, general marketing education, and the necessary information systems for coordination.

The goals and objectives of marketing are part of an overall marketing plan. The plan will identify goals, strategies, market trends, objectives (what to do to meet the goals), structure, action plans, budgets, and staffing plans. The marketing plan relates to the business plan which has already defined the firm's financial and general goals. A plan lets the marketing and business development personnel know the rules and expectations as well as the limitations within the firm, assigns and delegates responsibilities and permits

accountability for everyone. In addition, it relates profit goals to firm growth and helps provide choices about what the firm will do through a description of strategies. Action plans, which are normally sales plans, are implementable for specific objectives on "how to get the work."

Once plans, goals, objectives, and strategies are identified and agreed to, you can begin to match functions with personnel. If you are a five person firm, all areas still need to be executed, the only difference between large and small firms is the scope of the function.

Of critical importance is internal marketing within the firm. Marketing oriented personnel spend as much time marketing internally to other members of the firm as they do to marketing services outside of the firm. A continual education process on the part of marketing personnel ensures that everyone understands that everything that they do is marketing related. There are many ways to accomplish a continuing program for internal marketing including training programs, circulating articles, improving internal communications through newsletters, and on-going discussions with all project personnel about their projects and they are interfacing with the client. Marketing education is critical to provide a unified focus to meet the firm goals.

Another facet in management and administration is establishing internal systems for tracking leads and prospects, for providing project information and resume description, creating large tickler systems or small tickler systems, and reporting mechanisms such as monthly or weekly sales reports on what the firm is

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currently pursuing. Systems can be very simple manual systems or they can be computer based tracking systems. The purpose of marketing information systems is to provide a systematic coordinated base so everyone in the firm can access current information on what the firm is pursuing and management can make projections for future planning.

Evaluation of the marketing program should be done on a quarterly basis comparing goals and objectives to results. This will allow a firm to immediately re-position as markets change and to re-orient marketing and business development personnel, as well as project managers, towards new markets as external trends modify.

The ability of marketing personnel to adapt to changing situations both externally and internally rests at the principal level and directly impacts both the financial and human resources functions of the firm.

If you are a market driven firm, you can more easily adapt to changes in the market place, to changes in human resource requirements, to changes in organizational structure, and financial requirements. The involvement of everyone in marketing will create successful firm with a unified approach to meet the goals of both the management of the firm and staff. ♦

Design Firm Profits Rise

AIA Joins 1986 PSMJ Survey for First Time

Design firms have enjoyed a good year. Profits (before bonuses and taxes) climbed to a median of 9.5%, up from 8.9% last year, according to the 1986 edition of *PSMJ Financial Statistics Survey* of design firms, published this month.

Median staff levels rose by 10.7% over the previous year, an even higher rate than the 9.4% recorded the year before.

"This level of staff growth, a key sign of economic health, indicates the design professions created 73,000 new jobs last year, a sure sign of a good economy," said PSMJ Editor Frank Stasiowski.

Adding growth in staff to the increase in revenues uncovered in the Survey means the typical firm upped its revenues by almost 11% over the prior year. This translates into an overall increase of \$3.5 billion in revenues for design professionals. ▶

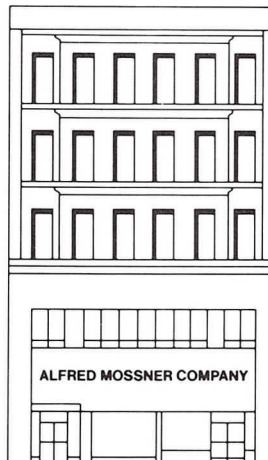
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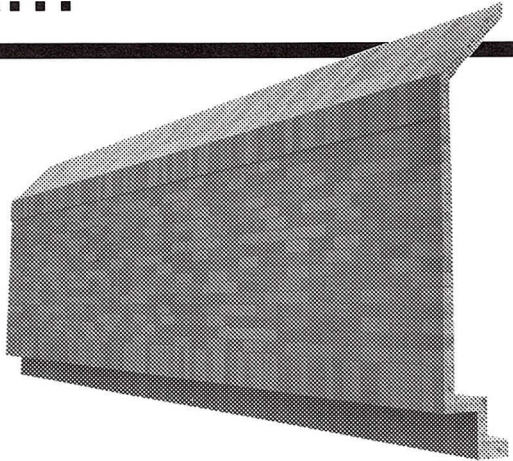
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Not all the news is good, however. Professional liability insurance costs jumped dramatically. Premiums increased by \$600 million, or 48% over last year, and now make up a whopping 4% of net revenues. "Despite this increase in premiums, many firms have reduced coverage limit and raised deductibles," according to Stasiowski.

Other survey results show the median overhead rate continuing to decline, with the current overhead rate dropping from last year's 144.8% to 132.4%. "This rate declined largely due to increases in direct project costs rising faster than overhead expenses," says PSMJ Director of Research William Fanning.

Average revenue per hour rose slightly to \$35.09, up 0.9% from last year's \$34.79. Average cost per direct labor hour increased to \$13.29 from last year's \$12.80, an increase of 3.8%, according to the Survey report.

Other key results showed the average collection period had improved to 62 days, down from 67 days last year, and the typical firm is now spending 4.8% of net revenues on marketing.

The published report also cites an increasing number of firms as using Computer Aided Design and Drafting (CADD). This year 47% of firms indicated they had CADD, up from 40% in last year's survey. Interestingly, this increase in usage has gone hand in hand with a decline in average costs per staff since the less costly microcomputers have become more and more popular.

The Survey report contains results from a total of 581 firms of various sizes, types, geographic location and source of work. Also, for the first time this year, the survey includes separate results for cash basis firms and accrual basis firms, and shows the impact of multidisciplinary firms and firms with branch offices.

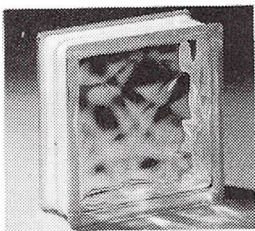
The survey is a result of a cooperative effort which this year included for the first time the American Institute of Architects (AIA), the American Consulting Engineers Council (ACEC), and the National Society of Professional Engineers-Professional Engineers in Private Practice (NSPE-PEPP). Other innovations in this year's *PSMJ Financial Statistics Survey* report include breakdowns by firm size (it now covers firms of 1-5, 6-10, and 11-15 employees).

Copies of the *1986 Financial Statistics Survey* report, designed for use by all A/E managers, may be ordered for \$125 prepaid from PSMJ, Ten Midland Avenue, Newton, MA 02158, (617) 965-0055. ♦

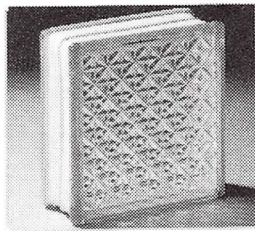
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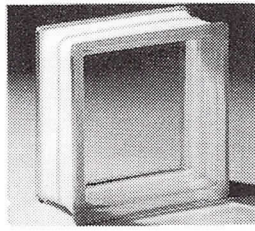
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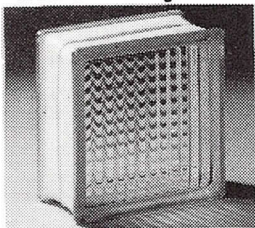
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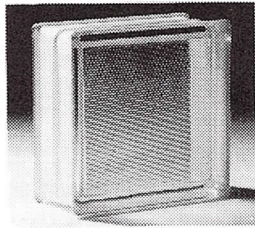
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Medieval to Modern Tour This Fall

In conjunction with the Mies van der Rohe centennial, the Architecture Society of the Art Institute of Chicago has organized a 15-day design seminar tour to Finland, East Germany, Czechoslovakia, and Austria. The seminar, "Medieval to Modern," will leave New York's Kennedy Airport on October 15 for Helsinki, move on to West Berlin, East Berlin, Dresden, Leipzig, Meissen, Prague, Brno, and culminate in Vienna.

This is an outstanding opportunity to explore a number of major modern movement buildings, tours of which would ordinarily be difficult for an individual to arrange. The itinerary is impressive and a must-see. Accommodations are in first-class hotels, and all meals in Finland, East Germany, and Czechoslovakia are included, with four theatre performances, and a festive "Koliba" dinner in Prague.

To obtain the itinerary and registration form, contact John Zukowsky at the Art Institute, 443-3631.

Permanent Architecture Exhibit at MSI

"Architecture and the City," a new permanent exhibit examining the basic concepts of architecture and its influence on daily life, has opened at Chicago's Museum of Science and Industry.

The new exhibit allows visitors to explore an architect's office, make decisions about designs, learn how architecture is influenced by economic and social factors, examine the elements of highrise and house construction, and determine how architecture guides our measurement of space. The exhibit includes six computer games which challenge the participant to solve problems that face architects, designers, and developers.

Visitors will discover how the function of a room becomes an integral part of the architect's total design through a model of a Georgian style house. Other models include a cutaway of a curtain wall, and cutaways of steel-reinforced concrete columns.

Through Labor Day, the Museum's hours are 9:30 a.m. to 5:30 p.m. daily.

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The Focus Notebook

- **Mel Hamilton, AIA**, of ISD's Chicago office has been selected to serve on the Texas Society of Architects 32nd annual design competition meeting in Austin July 11-12.

- **Roula Alakiotou, AIA**, was honored by the Edgewater Community Council at their 25th anniversary dinner in May for her efforts in preserving the Victorian Mansions at Granville & Sheridan, a project in the works for 7 years. Akakiotou is restoration architect for the Lexington Hotel which recently received nationwide attention with the opening of Capone's vault. Alakiotou is responsible for bringing landmark status to the hotel that was built in 1892 in preparation for the Columbian Exposition. She currently serves Mayor Washington's Committee on Standards and Tests and the Chicago Task Force on Land Use.

- A **24% discount** on list prices for overnight deliveries of letters, tubes, and packages is being offered by Purolator Courier. Frequent big shippers are eligible for even higher discounts. Small firms will also benefit since there is no weight limit for packages and no minimum usage requirement. For more information call the marketing division, 202/626-7584.

- **Now available on tape:** "Pride of Place: Building the American Dream" in eight one-hour and film programs. "The Search for a Usable Past," "The Campus: A Place Apart," "Dream Houses," "Suburbs: Arcadia for Everyone," "Resorts: Paradise Reclaimed," "The Places Within," "Proud Towers," "The Garden and the Grid," are each \$79 for 1/2" VHS or Beta; \$999 each for 16mm. For assistance or to order call 1-800-257-5126.

- **The Chicago Tile Institute** has made available a new *Life Cycle Cost Study* comparing the installation, maintenance, and replacement costs of ceramic tile & other permanent & long-use surfacing materials on both walls & floors over an average usable building life of 40 years. 200 companies in five selected major city areas were surveyed. According to the study, ceramic tile is the most economical of all permanent and long-use finishes for both floors & walls over the selected 40-year life cycle. Copies of the study are available on request from the Chicago Tile Institute, 1311 Merchandise Mart, Chicago 60654.

- An exhibition of **Italian Renaissance maiolica** continues at the Block Gallery on the Northwestern University campus through August 10 before continuing on an eight-city tour through the U.S. & Canada. The exhibition features a selection of 70 examples of the brilliantly colored, tin-glazed

earthenware from the William A. Clark collection of The Corcoran Gallery in D.C., with examples from most of Italy's maiolica producing cities. The collection includes plates, flasks, plaques, inkstands, dishes, & ewer basis that date from the late 15th century to around 1600. The Block Gallery is at 1967 Sheridan Rd. at the south end of Northwestern's campus. For information, call 491-4000.



Dish, Francesco Xanto Avelli da Rovigno, from the William A. Clark Collection of Italian Renaissance Maiolica exhibited at the Mary & Leigh Block Gallery at Northwestern University.

- **The Illinois Pure Aluminum Building** has been awarded an Endangered Building Grant by the Landmarks Preservation Council of Illinois. The \$750 grant will be used by the Upper Illinois Valley Assn. to help clear title on the brick & limestone industrial building. Once a major employer in Lemont, the building is viewed as a cornerstone in the redevelopment plans for that village's downtown, which is located within the Illinois & Michigan Canal National Heritage Corridor.

- **The Pine Grove Community Club** is also a recipient of an LPCI Endangered Building Grant to help repair the last remaining one-room brick school house in Edgar County, an 1867 National Register Building.

- A special 3-day series of **PSMJ seminars**, "Simplified Financial Management," "Making Projects Profitable," and "Going Bare" will be held in Chicago Aug. 6-8. Tailored to architects, engineers, and planners, emphasis will be placed on specific, practical knowledge and techniques that can be applied to reduce risks and improve a firm's profitability. Information/reservations: Betsy Miller, 617/965-0055.

- **The Art Institute's Film Center** will present a rare Japanese film, "The Saga of the Great Buddha" on July 10 to mark the

opening of the Todai-ji exhibition. Continuing into July, a David Cronenberg retrospective and a major series devoted to the later "theatrical" films of Jean Renoir. The Film Center also plays host to the annual Black Light Festival devoted to the best of American & International black cinema. For further information, call 443-3737.

- **Watercolors** by renown European painter, Rita Wolff are on display at the Graham Foundation through July 15. Many of the watercolors have been architectural illustrations that graced covers of *Archives D'Architecture Moderne* in Brussels and *Architectural Design*, or served as architectural renderings for the work of Wolff's husband, Leon Krier. The public is welcome to view the first major retrospective in the U.S. of Rita Wolff's work Mon.-Thurs, 9 a.m.-4:30 p.m. For more information: Lee Mesdag, 527-7553.

- **Interior Design practitioners** will get answers to how to protect themselves against skyrocketing liability insurance premiums for reduced levels of coverage when the AIA Interiors Committee sponsors a national conference on liability from the interior design perspective July 24-25 at the AIA Headquarters in Washington, D.C. Speakers include Roslyn Brandt, AIA, managing director of Hellmuth Obata & Kassabaum's interiors groups in NYC; David Fry, general counsel for Steelcase; Washington attorney Arthur T. Kornblut, AIA; and Ava Abramowitz, assistant general counsel for the AIA. For details call Ravi Waldon, 202/626-7429.

Getting a Look at Neidermaier

On July 15, thanks to the CCAIA Interiors Committee, members will have a look at the manufacturing facilities of Neidermaier, Inc., 2835 N. Sheffield, a company that is a dynamic force in both the contract furniture and retail display industries.

This is your opportunity to get behind the scenes of the display manufacturer that has to its' credit Carson Pirie Scott's splashy Arcadia, classy Corporate Level, and the sparkling Level 6 (a bright and spacious setting for the store's housewares department).

The tour commences at 6 p.m. and is followed by refreshments. You'll need to call the Chapter office (663-4111) and get your name on the list for this one.

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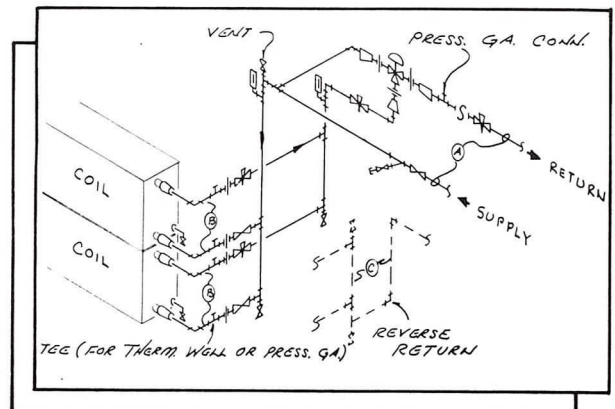
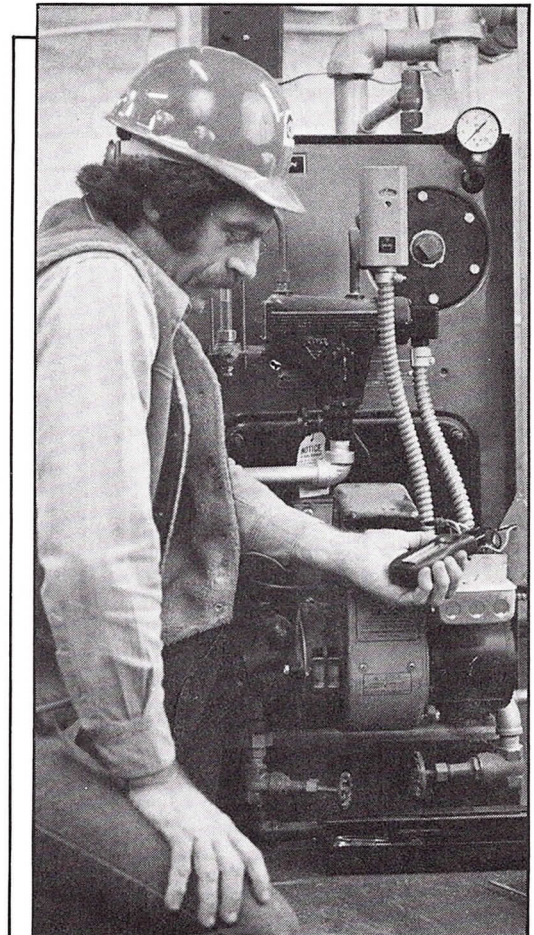
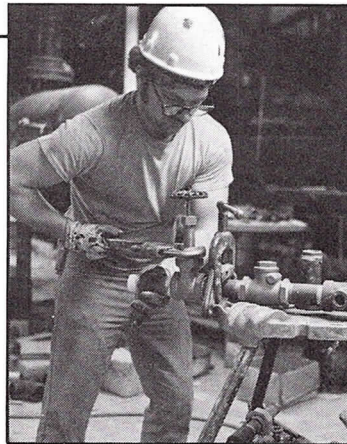
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