

CCCAIA FOCUS

CHICAGO CHAPTER AMERICAN INSTITUTE OF ARCHITECTS OCTOBER | 1987



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## Under the Wire News

The two new additional Illinois Regional Directors voted in at the September Illinois Council Board meeting are Richard Cook, AIA, Stowell Cook Frolichstein, Inc.; and Walter Lewis, AIA, Department of Architecture, University of Illinois, Champaign-Urbana.

### Cover Photo:

The Chicago Stock Exchange Trading Room at The Art Institute of Chicago will provide the special ambiance for the CCAIA Distinguished Building Awards reception on October 20. *Photo courtesy of The Art Institute of Chicago.*

## Strengthening by Sharing

For years, doctors, lawyers, even accountants have reaped the benefits of peer communication and professional support networks. As architects, it is important for us to start communicating with our peers and building our own support network. Talking to each other about our experiences and solutions to common problems is the most effective way to strengthen ourselves, our practices, and our profession.

The Saturday, November 7, "Strengthening by Sharing" Conference will give us the opportunity to address office practice problems that have an impact upon the quality of our architectural practice. We will discuss many vital issues including liability, contractual responsibility, efficiency, and quality control.

This conference will provide a forum for us to communicate with other architects, to solve problems, and to develop support among our peers. If there are questions, ask them! If there are war stories, tell them! If there are office practice problems, share them!

Exchanging information about office practice procedures and solutions will help us to cut through tedious administrative "dirty work" so that we can get down to doing what is really important to us - creating architecture!

Principals of leading Chicago architectural firms will discuss the techniques and documents they use to resolve the same issues that many of us are facing.

In addition to the valuable information discussed, we also will receive a comprehensive Office Practice Manual that contains the proven documents and techniques discussed during the conference.

The "Strengthening by Sharing" Conference is sponsored by the CCAIA and created by the Office Practice Committee, whose members include Sherwin Braun, AIA; Jerry Cibulka, AIA; and Lee Benish, Professional Affiliate. The conference is scheduled to begin at 8:30 a.m., continuing until 4 p.m. at the Holiday Inn, Chicago City Centre.

The cost is \$95 for AIA members, \$145 for nonmembers. For nonmember architects who would like to join the AIA, \$50 of your registration fee will be put toward your membership dues.

Time is short and you'll want to take advantage of this valuable opportunity. Please send in your reservation by October 26. If you have particular questions about the conference, please call Mary Beth Carroll at the Chapter office, 663-4111.

**Sherwin Braun, AIA**

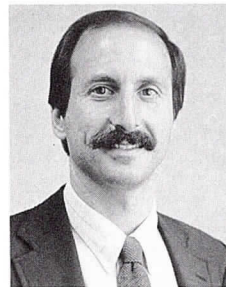
## The Seminar Schedule

*Saturday, November 7*  
*8:15-9 a.m.*

Registration and Coffee

*9-9:45 a.m.*

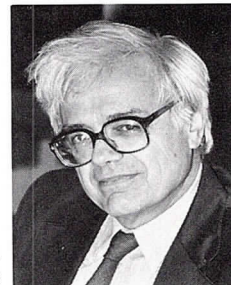
**Zoning and Building Code Analysis**  
Prerequisites, not afterthoughts, to successful architecture.



**Terry Goldin, AIA**  
Braun Skiba, Ltd.

## Client Selection

Procedures to develop an adequate understanding of a good architect-client relationship.



**Ben Weese, FAIA**  
Weese Hickey Weese

### Architectural Programming Processes

Establishing a process for communication that is vital throughout the life of the project. The presentation will emphasize this communication network.



Bill Stecker



Sandra Feldt

The Architects Partnership

10-10:45 a.m.

### Cost-based Budgeting

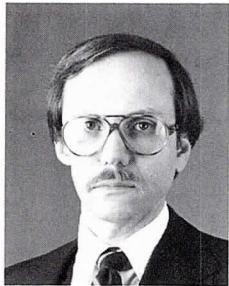
Reviewing of the rational techniques used for project budgeting and the calculation of billing rates.



John F.  
Hartray, FAIA  
Nagle, Hartray &  
Associates

### Ways to Improve the New AIA Form B141

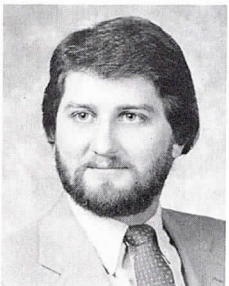
A discussion of the use of contractual language as a risk-shifting device.



Paul Lurie,  
Attorney  
Lurie, Sklar and  
Simon

### Planning for Profit

A discussion of the urgency of profit planning and a review of the mechanics of determining your profit needs.



Howard Birnberg  
Birnberg and Associates

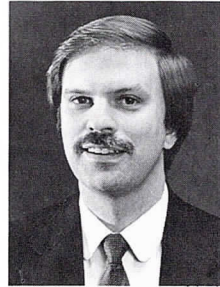
11-11:45 a.m.

### Office Computerization

Non-administrative P.C. use and CADD as a tool to systems drafting. Presentation of the methodologies, forms and formats that have been proven successful in a 100-person architectural firm.



Gary Wendt, AIA

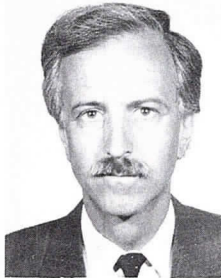


John Kowalski, AIA

O'Donnell Wicklund Pigozzi & Peterson  
Architects

### Use of a Comprehensive Administrative Checklist

A discussion of a standardized approach to the creative process using a comprehensive administrative checklist for each phase of a project from Concept through Construction Documents.



Paul Hansen, AIA  
Booth/Hansen &  
Associates

### Time Sheets, Explicit Invoicing and Collections

Effective ways for architects to handle finances without interrupting design. Lessen the negative impact of nonbillable time, as well as lighten the vague invoicing that enables clients to avoid paying the architect.

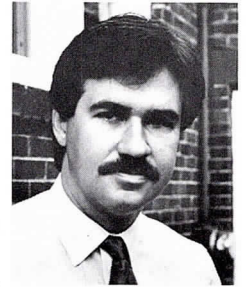


Neil Frankel, AIA  
Perkins & Will

1:30-2:15 p.m.

### Project Management Techniques

A discussion of the essential skills required for an architect to manage projects efficiently and comprehensively.



Jerry Cibulka, AIA  
Teng &  
Associates, Inc.

### Construction Phase Administration

This presentation will focus on a fully organized system of project management during the construction phase. The philosophy and methods presented result in better Owner/Architect/Construction communications and less time lost trying to catch up to problems.

Steven F. Weiss, AIA  
Solomon Cordwell Buenz

### Quality Control - More than Just Checking Drawings

Learn ways the office team can safeguard the quality of documents, eliminate errors and omissions, minimize potential legal problems, and build up profit for the firm.

David Marks, AIA  
Loebl, Schlossman & Hackl

2:30-3:15 p.m.

### Construction Inspection and Quality Control of Building Construction

*Mean* what you say and write and *say* and *write* what you mean. Know your contractual field observation requirements and fulfill them. Avoid responsibilities for which you are not contracted.

Robert Wesley, AIA  
Skidmore, Owings & Merrill

### Office Practice Techniques to Avoid Liability

Discussion on the steps architects can take within their organizations to reduce the risk of claims.

Tom Okama  
AVA Insurance Agency, Inc.

### Quality Control of Specifications

A discussion on the methods available to establish and maintain quality control and coordination in the specifications.

Rick Levin, AIA  
Raymond Green Associates

## Shelter Design Workshop

You see them now in every American city - the homeless people, who sleep by night in doorways, under highway bridges, in tents, on steaming grates, in bus stations. By day they wander warily from park bench to soup kitchen to abandoned building to public library or museum, watching the long hours slip away into nothingness. On frigid winter nights, they jam into emergency shelters that more closely resemble concentration camps.

These hundreds of thousands, if not millions, of homeless represent a national epidemic - the most severe housing crisis since the Depression. It is a problem that most agree will only get dramatically worse, growing far faster than the remedies.

Recent estimates state that Chicago streets are home to 12,000-15,000 people - men, women and children. We are all aware of the homeless; many of us see them daily. Yet grave misconceptions still abound as to who the homeless are, why they are on the streets, and what is needed to remedy their situation.

Please join us on Saturday, November 7, at 9 a.m. at the South Shore Country Club for the Shelter Design Workshop. We will begin the day discussing the homeless population with a panel of experts. Later we will participate in a charrette to explore design ideas for both an overnight and a transitional shelter.

We encourage the participation of practicing architects, faculty, and students in this informative and exciting workshop. Design solutions will be part of an exhibit at the 1988 National AIA Convention, May 15-18, in New York City.

The Chapter's "Search for Shelter" program is part of a national network of architects, architecture students and educators, civic leaders, homeless service providers, community housing groups, and government representatives addressing the national homelessness crisis. The Shreveport Chapter, AIA provided the impetus for the national program, sponsored by The American Institute of Architects, the American Institute of Architecture Students, and the Neighborhood Reinvestment Corporation. Shreveport's pilot project was detailed in numerous local print and broadcast news reports. It focused on renovation of the landmark McAdoo Hotel.

We would appreciate your commitment to participate by October 23. To register, please call Mary Beth Carroll at the Chapter office, 663-4111, or John Tomassi, Chicago Architectural Assistance Center, 786-1920. Food for the day will be provided.

John Buggy

## Annual Awards Ceremony Set for Oct. 20

Each year CCAIA members share the ceremony and festivities surrounding the Chapter's most prestigious honors awarded to: architects of buildings noted for design excellence, young architects for their contribution to the profession, promising young students, and to members of the community for dedication to the art of architecture.

Again, facilities at the Art Institute play host to the event, which includes an exhibition of DBA Award winners, sample projects of Young Architect Award winners, and the winning student competition entries; presentation of awards (and slides of all entries) in the Columbus Drive Auditorium; reception with wine and hors d'oeuvres in the Trading Room.

This special evening begins at 6 p.m. Reservations are \$22 per person to the Chapter office. Your invitation is probably already in your mailbox.

## The Architect Selection Process

On October 16, at noon, in the CCAIA Board Room, Richard Thompson, Director of the Wilmette Public Library, and Tony Batko, a member of the Riverside Public Library Board, will discuss the ins-and-outs of architect selection and decision making once a library expansion project has been initiated.

This is an excellent opportunity to hear from those individuals in the public sector who must come to grips with selecting an architect for their community. It should also be an informative session for those architects who have ever gone before a community body and found themselves a contender in the selection process. Discover how an owner seeks out an architect for his

"...And homeless near a thousand homes I stood,  
And near a thousand tables pined  
and wanted food."

William Wordsworth (1794)



# *Continuing Education: A Lifelong Attitude*

## **The Young Architects Committee · AIA Professional Development Program**

### **Fall Seminar Series**

Contract Administration Part 1: The Architect's Role in the Office	October 14, 1987 5:45 p.m. 53 W. Jackson, Suite 350
Contract Administration Part 2: On-Site Observation & Tour of United's Terminal of Tomorrow	October 17, 1987 11:30 a.m. O'Hare Airport, Terminal 1
The Rising Tide of Malpractice Claims: A Liability Crisis	November 4, 1987 5:45 p.m. Place to be Determined
Managing Building Resource Data: A McGraw-Hill/ Sweets Open House	December 9, 1987 5:45 p.m. 230 W. Monroe, Suite 1200

**For additional information CALL  
Chicago Chapter AIA Office (312) 663-4111**

**YAC**

**The Young Architects Committee · AIA**

project and what criteria really influence his choice. This program is sponsored by the Committee for Architects in Government, Industry, and Education. Attendees may bring their lunch.

Michael Turnbull, AIA

### Chapter Wide Events Highlighted on New CCAIA Calendar

By now all CCAIA members should have received their copy of the new 1987-88 events calendar produced by the Chapter's Program Committee.

Of special note are bold face events designated as monthly chapter programs. In response to requests made by many chapter members, the CCAIA Board of Directors reintroduced a program of monthly events to provide educational and social opportunities to be shared by all members of our chapter.

Sponsored by various committees, these programs will give new members a chance to be introduced and to participate in activities of general interest, and for committees to share their special expertise with the entire membership.

The first such event, the Library Forum, (see page 12 for story) attracted over 200 members to an open exchange between professionals and city officials on the important issue of the design/build competition for the new Central Library.

On Tuesday, October 20, the Distinguished Building Awards program will celebrate all projects submitted with a program and reception at the Art Institute of Chicago. (See page 4 for details.)

Post your calendar to remind yourself of these opportunities to meet and share ideas with your fellow professionals. If you know of someone who might be interested in joining the AIA and attending these events, call membership coordinator Cynthia Gordon (663-4111) or send in the coupon from the calendar with the individual's name, address and telephone number.

### Career Days in Architecture, October 30, 31

Several months ago the Chapter sponsored a "Career Day in Architecture," and the overwhelming response by attending students, parents, and teachers, and the practitioners who presented the various segments of the program, has prompted a second Career Day, to be held at the Chicago Latin School.

Underwritten and co-sponsored by NIAE, the National Institute for Architecture Education, the fall career day will provide an opportunity for students to hear about the profession of architecture and to meet representatives from colleges all over the USA.

Chicago Chapter President Cynthia Weese will welcome students and parents at 9:30 a.m. and present an overview of the profession of architecture. There will also be presentations on the varying types of degree programs available, and a panel on "what the life of an architecture student is really like." From 11 a.m.-1:30 p.m. students may attend presentations on various types of architectural specialties and visit with college representatives.

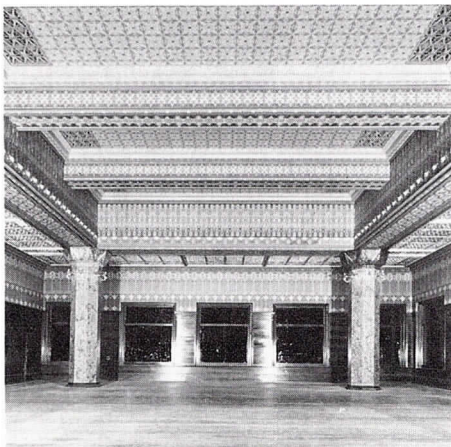
For the first time, the Chicago Chapter will also conduct a program for high school college counselors, providing an overview of the profession, a survey of specialties, and an explanation of the types of programs and various types of degrees leading to licensure. This presentation and reception will be held on Friday, October 30, from 2 to 5 p.m. at the ArchiCenter. College representatives will also be available to discuss their specific programs and meet with the high school counselors.

Involved in planning the programs are Executive Director, Jane Lucas; Linda Nelson, AIA, School of the Art Institute Interior Architecture Department; Chicago Chapter Associate Member Susan Dee, JMB Realty; John Silva, Triton College; Les Jacobs, Oakton Community College; Sheila Walker, Assistant Director of Admissions, IIT; Alyce Knight, NIAE; Art Kaha, University of Illinois, Champaign-Urbana; Gary Kecskes, Lawrence Institute of Technology; and Diana Salis, University of Illinois at Chicago.

Both programs are free, but reservations are requested. Call 663-4111 for further information or to make a reservation for either program.

**"Monthly programs" have been reinstated by the CCAIA Board of Directors in response to many requests from Chapter members, providing educational and social opportunities to be shared by all members of our Chapter.**

Stock Exchange Trading Room at the Art Institute provides the inviting atmosphere for the October Monthly Program. *Photo courtesy of The Art Institute of Chicago.*



## New Firm Profile Edition Planned

The Chapter's second endeavor at publishing a profile of Chicago Chapter member firms is about to commence, and our members are the beneficiaries. The new data sheet for the 1988 Firm Profile is being reviewed and a publishing schedule has been established.

At this writing, we are still in the first draft stage; however, you will find upon receipt of the questionnaire, an incorporation of new data and the elimination of extraneous material.

President-elect Frank Heitzman is compiling a new questionnaire to be sent out in early November to all Chicago Chapter, AIA member firms. If you have a new firm, you will need to pay 1988 firm dues in order to be included in this valuable marketing tool. Contact Membership Coordinator Cynthia Gordon at 663-4111 if you are unsure about whether your firm is eligible.

To maximize our use of the new Ventura Desktop Publishing system and provide for future savings of typesetting costs, Jeanne Breslin, chairman of the Computer Committee, is writing a special data entry program in DBase III for input of firm data that will allow sorting of information to answer specific requests for architectural specialties. This data will be taken from your completed firm profile form.

New features being considered for the *Profile* in 1988 are: a listing of firms interested in doing small projects or remodeling jobs under \$50,000 construction costs. This is a frequent request in the Chapter office. There will also be an opportunity to state the philosophy and objectives of your firm.

There will be a directory of consultants and allied professionals who are CCAIA Professional Affiliate members. If you would like to recommend such an individual for membership, this would be the time to do it so that they can be included in the directory.

The questionnaire will be restructured to allow easy input into the computer and less confusion on the part of the respondent.

Last year over 1000 copies of the *Profile* were sold to clients, students, architects looking for a joint venture partner in Chicago, vendors, and architects looking for jobs with a Chicago firm. A free copy of the *Profile* will, once again, be mailed to all CCAIA members.

Once again the *Profile* will be carefully compiled by Newsletter Editor Annette Kolasinski, and members who get their information in on time will have the opportunity to proofread their own listing before it goes to press.

Many architects received calls from clients who found their information in the 1986-87 *Profile*. Be sure to fill out your questionnaire when you receive it so that you will not be left out of this valuable marketing tool.

## Sabo Appointed to CCAIA Board

Werner Sabo, AIA, has been appointed to serve as Director on the Chapter Board of Directors, completing the unexpired term of William McBride, AIA, who resigned from the Board earlier this summer. Sabo's term runs through May 1989.

Sabo brings to the Board a variety of professional experiences and services performed for the benefit of the Chapter and the profession.

Most recently Sabo has been serving as 1987 Membership Chairman, after bringing two years of service to that committee. He has provided ongoing analysis and review of the Chapter's insurance policies and

brought advice and assistance to the Historic Resources Committee on their proposed agreement concerning the moving of the McCarthy Building.

Sabo was graduated from Northwestern University, attended the University of Illinois at Chicago (Circle Campus) School of Architecture, and received his law degree from IIT Chicago Kent College of Law. He has been a member of the Institute since May 1978.

Community service includes having served on the Oak Park Landmarks Commission and as former president of the Oak Park Preservation Association. Among his professional affiliations is membership on the arbitration panel of the American Arbitration Association.

As well as being a licensed architect, Sabo has a law firm, which specializes primarily in construction and real estate law. Prior to the opening of the firm, Sabo practiced architecture with a number of Chicago firms.

## Chicago Visit for Russian Architects

On October 16 and 17 four Russian architects, including the President of the U.S.S.R. Union of Architects and the Dean of Architecture at Moscow University, will be in Chicago under the coordination of the Architects, Planners and Designers for Social Responsibility. The CCAIA is co-sponsoring the visit.

Chapter members are invited to join in a reception at the ArchiCenter on Friday, October 16, at 6 p.m., when a slide presentation of Russian architecture will be presented by the guest architects.

## Remedy for the State of Illinois Center

Flack + Kurtz Consulting Engineers have announced the completion of a major retrofit of the State of Illinois Center's innovative, but insufficient, ice storage system. Operation of the new system began in early June.

To remedy the building's high temperatures, Flack + Kurtz expanded the cooling system capacity and made improvements to the circulation of air. Building temperatures reported for this past summer were 76 to 78 degrees as was originally planned.

Gary Skoien, Executive Director of the Capital Development Board (CDB), which built the building, remarked that "The State of Illinois' reputation was riding on this retrofit. Industry skeptics speculated that there might be no remedy to the SOIC's air conditioning problem, but shortly after the system went on-line, Chicago was hit with 95 degrees plus temperatures; we found that employees from other buildings in the Loop would come over to the SOIC to cool off."

During 1985 and 1986, several unsuccessful attempts were made to correct the heating and cooling systems. The CDB then authorized the original mechanical contractor, Economy Mechanical Industries, to hire Flack + Kurtz to study the SOIC and identify the full extent of the problems. According to David Stillman, principal of Flack + Kurtz, the firm's in-depth analysis was able to peel back the layers of a complex and layered problem.

Flack + Kurtz utilized as much of the original systems as possible. Pipes and pumps were reused, as well as the fans and controls when feasible. This minimized the costs and time required for the remedial work and impact to the occupants. Except for some new grilles on the roof, the building's architectural integrity remains intact.

"The Capital Development Board's efforts in getting the SOIC back to health were fast, efficient, and professional," notes Stillman. "With the completion of the retrofit, the SOIC can continue being the unique State Office building it was intended to be."

## You Could be an '88 Honor Award Winner

Members who have won state or regional awards for projects completed within the past five years are encouraged to enter them in the AIA '88 Honor Awards. Entries must be accompanied by the \$100 entry fee and must be postmarked by Oct. 30. The postmark deadline for submissions is Nov. 23. For more information, call Maria Murray, Institute Affairs, 202/626-7390.

## River North Award Competition Calls for Entries

Entries are now being accepted for the annual River North Association Architectural Awards Program. It will recognize design excellence in new construction, renovation and interior design projects. The purpose of the awards is to focus public attention to the River North Architectural Community. The awards will recognize projects which reinforce the quality of the area and contribute to the spirit and dynamism of the River North community.

The competition is open to all owners, architects, designers, and contractors who have worked on a project in the River North area.

Entries must be received no later than October 2. For complete information contact Louise Wakem, 645-1047.

**"The State of Illinois' reputation was riding on a new retrofit and with its completion, the SOIC can continue being the unique State Office Building it was intended to be."**

Gary Skoien, Executive Director, Capital Development Board.



## '87 Excellence in Masonry Competition Opens

Registration forms for Excellence in Masonry '87, sponsored by the Illinois Indiana Masonry Council, have been recently sent to all architects and mason contractors in the Chicago and Northwest Indiana areas. The prestigious awards program honors architects for excellence in masonry design and encourages the future use of masonry.

Any registered architect or accredited mason contractor may enter projects that were constructed and completed during the period of January 1, 1984 and September 1, 1987. The projects must be located in North Central Illinois or Northwest Indiana and be constructed predominately of masonry, including stone, which is exposed to view.

There is no entry fee and two complimentary tickets to the awards banquet will be allotted to each architectural firm with an entry.

Declaration of Intent to Submit an Entry must be received by the IIMC office no later than October 1, 1987. Submission of materials should be sent by December 18, 1987 for judging.

## SAA Pledges Growth Through Enrichment

With an alliance established in 1980 between the Chicago AIA and the Society of Architectural Administrators (SAA), the promise of the highest caliber administrative service in the city's architectural firms was reaffirmed. The Chicago arm of SAA pledges to perpetuate this excellence through its 1988 goal, "Growth Through Enrichment." Continued and expanded education of all SAA members is at the core of this objective.

The first chapter of SAA was chartered in 1961, and today the National SAA consists of 34 chapters, representing 500 members across the country and Hawaii. The annual convention is held concurrently with the AIA National Convention.

SAA brings together professional, administrative personnel who share similar problems and experiences, promoting and encouraging the exchange of ideas for the continued education of architectural administrative personnel. By helping each other better understand all aspects of working in the architectural world and inspiring in each other a positive attitude toward the role they play in the profession, they are assured of maintaining a vital position in the architectural profession.

A representative of the SAA attends the Chicago AIA Board meetings to maintain the association between the two organizations, to foster future co-sponsorship of events, and strengthen the profession through common goals.

Introduce yourself to SAA by attending their first annual Octoberfest on October 22 at Zum Deutschen Eck, 2924 North Southport (1400 West), in Chicago. Beginning at 6:30 you can eat all you can at a German buffet (mit candlelight yet), including unlimited beer and wine. There'll be live entertainment with the Ooom-Pa-Pa Band, dancing, and a sing-a-long program. Take home a bud vase for the last flowers of the summer. There's plenty of fun and excitement at \$30 per person. Call Marilyn Hunter at 641-5959 (SOM) for reservations and for more about SAA.

## 1988 National Dues Structure and Schedule Announced

The 1987 National AIA Convention voted to eliminate the graduated dues structure (\$80 first year member, \$105 second year, \$150 third and succeeding years), and beginning with the 1988 dues year new AIA applicants, as well as current AIA members, will receive membership in the Institute at \$150.

New applications received at the Institute after July 1 of any given year will be admitted under the proration plan: full dues will be required and a credit of half dues will be reflected on the next year's invoice. The 50% plan for newly registered architects applying at the beginning of a year will be eliminated. Associate members will be billed at the new \$65 dues amount. Previously Associate dues were also tiered beginning at \$25 and increasing \$10 until the full

\$65 was reached.

## Opportunity to Pay in '88 Abounds

Your first 1988 AIA Invoice will be sent from the Institute October 26, 1987. You will then receive two reminders to pay your dues. They will be mailed December 15 and February 2. The deadly Termination Notice will be mailed March 30 with a FINAL DEADLINE promised for April 15. The termination of a beautiful relationship will be forthcoming on April 27 for members who do not believe the preceding.

The Chicago Chapter and Illinois Council dues deadlines will align with National's to help facilitate better understanding of dues deadlines. Look for the Chapter 1988 Invoice to be mailed November 1.

**The reward of AIA membership can far exceed the price paid in dues - if you'll let it.**

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## Where's the Strength? In Member Commitment!

### President's Memo

By Cynthia Weese, AIA

As we go to press, a number of important events are in process or are coming up and I'd like to recognize the people who have made them possible.

#### Thank you!

To Wayne Tjaden, for spearheading the Library Forum, and to John Syvertsen and Frank Heitzman for their help. This is a very important "first" and the kind of event we hope to sponsor more often.

To Harry Hunderman, for his work with a coalition of civic groups, including Metropolitan Planning Council and LPCI, to forge a policy on the North Loop Guideline changes.

To Anders Nereim and Frank Heitzman and the entire Lake Front Task Force, for the energy and talent - and commitment during beautiful summer Saturdays - to produce fine schemes, which combine erosion control with a "grand plan" for the shoreline. Their work was presented to the Mayor's Shoreline Protection Commission on September 9.

Of course the changes in Focus speak for themselves. To Annette Kolasinski and Mary Beth Carroll for hours of additional staff time under Jeanne Breslin's guidance.

To Sherwin Braun, Jerry Cibulka, and Rita Stern who have been working for nearly a year on the "Strengthening by Sharing" Seminar.

To the committee for the Chapter's downtown tour, "Chicago by Design," headed by Susan Dee, which has done an incredible job of putting together a wonderful tour - with energy, enthusiasm and a great deal of inter-disciplinary cooperation.

And looking ahead, thanks to the Design Committee, headed by Linda Searle and Peter Landon, for a long hot summer's worth of work on this year's catalog that features a review of all CCAIA awards since 1955.

## Selection Criteria: Which of Your Projects is Publishable

### Practice Pointer

By Pat Rosenzweig

Press coverage can be valuable: it can begin to develop name recognition; your article might be clipped and put in the file of a multi-project builder for his long or short list for his next project; and, if you are very fortunate, it might lead to an interview.

However, the main value of getting published is the "secondary markets." A reprint can and should be used in targeted direct mail. And many firms have a "standard page" in their brochure system that lists their awards *and* the publications in which their work has appeared.

Notwithstanding the potential value of getting published, you should be circumspect about what projects you submit to the press. Don't let your ego get in the way of making a decision *not* to try to get this project published. To try for publication of a project without much potential dissipates financial resources, your energy, and it may even tarnish your credibility when a truly worthy project comes along. So what is publishable?

### A Significant Client

If your client is well known and you have designed a project at the technical, "productivity" or marketing edge of his industry, it's probably a good candidate for publication within your client's trade press.

One small health firm completed two small projects for an influential medical center: an example of a new marketing strategy and a high technology surgery. Neither demanded extraordinary design. Both were picked up by major hospital industry magazines. Few had heard of the architect, but everybody was interested in what their client was doing.

### Your Specialization

You may have done enough projects with an industry that you have become an expert.

You can prepare a "trend" piece that uses a number of your projects to demonstrate what that industry is doing with respect to their buildings and space. Maybe the whole piece will be published. Maybe the most recent of the projects you submit will be picked up by itself; you may be used as a resource for future articles. For any success, you have to tie your presentation to something important to that industry.

Why not just send one good recent project? If you are already a recognized leader, this is perfectly satisfactory. However, most firms still need to condition the press. Most publications - either trade or design - are cautious about publishing a flash in the pan. They want to be sure that they are giving their third party endorsement to somebody worthy. You have to establish your credentials as somebody to whom they should listen.

Success in publication is easiest if you can show how your project's design has contributed to the marketability of your client's service or product, or to his productivity.

In some industries, marketing and design go hand-in-hand: retail, restaurants, exhibits, hotels. Publications geared to these industries usually have design features. In others, like banking, the trade press needs to be educated to understand the relationship between design and operations.

### Technology

Sometimes the interesting aspect of a project is the new technology the facility is using: how to design for it; how to build for it. A contractor who renovated a building to house a nuclear magnetic resonator received extensive coverage from the medical and electrical engineering press. Stories dealt with construction phasing, structural and electrical design, and the relationship with the equipment manufacturer. Or your design may use new technology or old technology in a new or cost-effective way.

### News

On rare occasions, you or your project is news. People actually want to know about it: it is on a well-known

*Continued on page 15*

## Library Design/Build Competition a Solution?

By Jane Lucas

**M**ore than 200 persons attended the Chicago Public Library Forum on September 10 in the Merchandise Mart Conference Center. Sponsored jointly by the CCAIA; the Builders Association of Chicago; Chicago Building Congress; Illinois Chapter, American Society of Interior Designers; Landmarks Preservation Council; and the Structural Engineers Association of Illinois; the Forum was held so that those interested in the Library could hear first hand from city and library officials about the future of the library and receive an explanation of the Design/Build Competition.

In her welcoming remarks, CCAIA President, Cynthia Weese, commended

the city for its openness with this issue and thanked them for participating in the forum. Wayne Tjaden, AIA, chairman of the planning group for the forum, introduced the panelists.

"The haggling is over," said panel member Elizabeth Hollander, Commissioner, Department of Planning, as she outlined the plan for the competition.

Some of the main items of the competition are:

1. The Design/Build Competition for the Library Center will be held in two phases and last approximately ten months. Phase One, open to all firms, is the completion of the Request for Qualification (RFQ). Five or six finalists will be selected and given three

Library Forum panelists present views of Design/Build Competition to a packed house of eager listeners.



Mary Beth Carroll.

months to put together complete proposals in response to the building program and performance specifications.

The final submission will include a guaranteed maximum price.

2. The jury for selecting the finalists and the winning design/build proposal will be appointed by Mayor Washington and will include six to nine lay and three professional members. The same jury will select the design/build competition finalist as well as the competition winner.

3. Formation of a Design/Build team that contains all the necessary experience to execute this project is extremely important. The project does not require private financing, nor does it include the parts of the site that will be redeveloped for private use. However, master plan elements in the competition will ask for design guidelines for this adjacent development.

4. MBE-WBE (Minority/Women Business Enterprise) Program. The competition program will require the design/build teams to propose specific MBE-WBE programs and to commit contractually to meeting quantifiable objectives as defined in their design/build proposals.

5. The schedule is as follows:  
Background and preparation of program - Aug., Sept.  
Issuance of RFQ - October  
Response to RFQ due - Nov.  
Selection of finalists - December  
Orientation session - January  
Design/Build Proposals due - April  
Selection of a winning proposal - May  
Completion of building - Early 1991  
Occupancy of building - June 1991

The city has contracted with Edward C. Wundrum to be the advisor for this competition and has opened an office for information purposes. The telephone number is 312/427-5881.

Kevin Campbell, AIA, of Wendell Campbell Associates will coordinate the competition.

The next panelist, Commissioner, Chicago Public Library, John Duff, reaffirmed the need for a central library and said that the new facility will be "on the cutting edge of library science," featuring an orientation center to show patrons how to use the library.

Duff introduced Sam Morrison, Deputy Commissioner, who will represent the library on the city team. Mor-

ison, Chief Librarian, Chicago Public Library, was project director for the award winning Broward County Library in Ft. Lauderdale, Florida, a project that selected its architect through the public award process. He stated that the number one program goal for him is that the building be functional. He is currently working with Wundrum to revise the program document.

Commissioner, Public Works, Paul Karas, explained that it was his hope that the Design/Build Competition would be a way to complete the project within the budget and schedule afforded by the private sector. Cost overruns and schedule delays in such projects as the McCormick Expansion and the O'Hare project were cited as reasons why the city is exploring this alternative method of selecting a team.

Wundrum, described as a "professional adviser," said, "The marketplace is looking at new ways of procuring buildings," and a Design/Build Competition is the response to that search for a fixed price and a predictable completion.

Moderator Dan Miller, Associate Publisher/Editor of Crain's Chicago Business, then invited other panelists representing the design professions to comment on the competition as outlined above.

Brock Arms, AIA, ASID, and veteran of many library design jobs, cautioned that because the design phase would be carried on without access to the client, the program would have to be very carefully fine tuned. He stated that rigid deadlines are extremely difficult to guarantee in such a complex project; that complex interiors issues should be built into the program.

Calvert Audrain, Assistant Vice President of Operations at The Art Institute of Chicago and former project director at the University of Chicago for the Crearar Library project, cautioned that the main purpose of such a library was to house the collection and staff, and he warned that in the Design/Build framework designers will work at appearance, contractors will work at cost, and the program will get lost without the necessary interaction with the client in the early stage of the project. ►

**The CCAIA Library Forum is the beginning of an important dialogue with the city of Chicago about issues concerning the design and construction professions.**

Donald J. Hackl, FAIA, President of the American Institute of Architects and principal in the firm of Loeb Schlossman and Hackl, based his remarks on National AIA guidelines for competitions and his own professional experience with design/build projects. His concern was that the honorarium for the finalists - \$50,000 to each of five finalists for designing what would be 20% of the finished plans - and what was an enormous commitment on the part of each design team would not nearly cover the estimated expense of finalists toward their design effort and preparation of a Guaranteed Maximum Price (GMP) bid could be upwards of \$1,000,000. He added that \$50,000 was the prize for the winning entry to the Chicago Tribune competition in 1921, at that time 7% of total construction cost.

Hackl also pointed out that probably only ten Chicago area contractors were equipped to handle a job of this scope. Particulars of the Chicago Building Code, the unions, and professional relationships with subcontractors would make it difficult for a "foreign" contractor to enter the field.

He said that in his firm's experience with design/build projects, a contractor will not provide a GMP until 40-50% of the design documents have been completed. He, therefore, urged that the city adopt a two-phase design competition, with the first design phase open to firms of any size. This phase could be conducted at reduced expense to the architect by being limited to schematic design.

After the finalists are chosen, they would team up with contractors, and in the case of a very small or new firm, possibly team up with other firms who could supplement staff/resources. This team would then prepare the design/build proposal for submission in the final phase. Such a process, though it would add time to the schedule, would encourage a larger number of entries and a better result.

Wundrum replied to Hackl's remarks about remuneration by saying that in every competition in which he has been involved, great numbers of firms had made the "commercial decision" that the opportunity offered by the project was worth the financial sacrifice. He also predicted that contractors would underwrite some of the design costs in an effort to secure the project.

Great concern was expressed by professionals on the panel that the client was being excluded from the essential interaction with the design team; they pointed out that other design/build competitions were for office towers or "boxes" that did not have the complex requirements of a central library facility.

They urged that more design and technical professionals be included in the jury so that they would be able to evaluate the cost estimates and other technical elements of the initial submittals, as well as, if a two tier competition were conducted, the final proposals.

In the final question and answer period, concerns were expressed about the amount of money firms will spend on the competition compared with the honorarium, the availability of enough MBE and WBE firms to team with the finalists, the number of contractors compared with the number of architects who will apply, the absence of vital feedback with the client, and the fate of individuals currently living in inexpensive SRO hotels on the site.

Another question concerned the jury selection and the amount of interaction the jury will have with city officials. The length of time allowed for preparation of final designs and bids was also questioned.

Roberta Feldman, Professor of Design at the University of Illinois at Chicago, ended the program by summarizing the information and discussion.

In the short interim between the September 10 discussion and this writing, the Forum has been a primary topic of discussion at every AIA Committee meeting. Reactions range from great concern about the amount of donated time expected of firms that will enter, the length of time allowed for the competition, the absence of a first stage open competition which would allow wider participation, and the lack of a guarantee that the winning team will be awarded the construction contract. One panel member said, "This Forum showed me how unaware the public is about the business of architecture."

The CCAIA Board of Directors feel that this was the beginning of an important dialogue with the city of Chicago about issues concerning the design and construction professions. Commissioner of Public Works, Paul Karas, will attend the September Board meeting to discuss the Library competition and other issues.

The Board has long had these concerns at the top of their priority list for the Chicago Chapter, and they plan to continue to hold meetings to explore issues and pave the way for the AIA and other professional organizations to be consulted at an earlier stage in future public projects.

**The enormous commitment on the part of each design team would not nearly cover the estimated expense of finalists toward their design effort.**

## Publishable Projects

Continued from page 11

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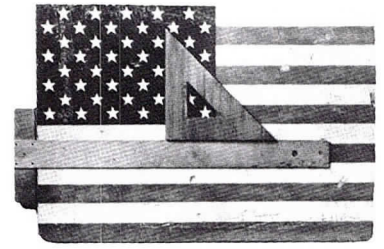
### Optimize Your Opportunity

You must think like your client. Search for the aspects of the job that are interesting to your client: efficiency, maintenance, marketing.

In your written release, identify what is interesting. Don't expect people to figure it out. Most projects are only "pretty" if the reader doesn't understand why they are special. Glass walls in a restaurant are just collectors of finger prints unless you explain their value to the restaurant owner.

The knack of getting projects published is the same as developing a good client relationship. To succeed you need to figure out what they are interested in; what issue is of particular concern to that part of the economy, and how does this project fit into that issue? Make the decision that it should be easy for the press to publish your work.

*Pat Rosenzweig is the president of Rosenzweig Professional Services Marketing, which has done public relations and marketing for over 24 architecture and interior design firms, from single practitioners to 40- to 60-person firms.*



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- Oct. 12 - The Street
- Oct. 19 - Public Places  
& Monuments
- Oct. 26 - Shape of the Land



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## October

### 1 ▼ American Wood Council Awards Deadline

Submissions to American Wood Council, 1250 Connecticut Ave., N.W., Washington, D.C. 20036. See Sept. Focus, pg. 6 and/or call 202/833-1595.

### 2 ▼ Old House New House Exposition

MegaCenter, Pheasant Run Resort, St. Charles. Through 10/4. 10/2, 9 a.m.-6 p.m.; 10/3, 10 a.m.-8 p.m.; 10/4, 10 a.m.-6 p.m.

### 5 ▼ "America by Design"

"The Workplace." 8 p.m. Channel 11.

### 7 ▼ Graham Foundation Exhibition and Lecture

"Contemporary Spanish Architecture, 1949-1970: An Eclectic Panorama. Exhibition through 10/29. Lecture: Ignacio Sola-Morales. 8 p.m. 4 West Burton

### AIA Architecture for Justice Committee Annual Conference

"Back to the Basics: Strategies for the 21st Century." Through 10/10 in Columbus, Ohio. Call Mike Cohn, 202/626-7366.

### 9 ▼ CAF Symposium

"There's No Place Like Home: Social and Technological Change in the American Home, 1800-1950." Begins 1 p.m., Midland Hotel. At 6 p.m., Reception at ArchiCenter. 8 p.m., Optional dinner. See Focus Notebook and/or for

registration information: 326-1393. Continues on 10/10.

### LPCI Conference

"Adaptation and Reuse of Historic Opera Houses and Theaters. Egyptian Theater, DeKalb. Conference opens at 9 a.m. Until approximately 4:30 p.m. Information: 922-1742.

### 10 ▼ CAF Symposium

9:30 a.m., Midland Hotel. Fee includes box lunch. Registration information: 326-1393.

### Illuminating Engineering Society Progress Fair

Find out about the newest lighting fixtures. Monthly meeting, 6-7 p.m.; dinner 7 p.m. Information Louie Vavaroutsas, 454-0330.

### AIA Historic Resources Committee Open Meeting

Held in conjunction with National Trust's annual meeting. Through 10/13 in Washington, D.C. Call Bruce Kriviske, 202/626-7452.

### 12 ▼ "America by Design"

"The Street." 8 p.m. Channel 11.

### 13 ▼ CCAIA Executive Committee Meeting

8 a.m. Board Room.

### Northeast Illinois Chapter Awards Program

McDonald's Corporate Center. Information: Vida George, 991-6301.

### Structural Engineers Assn. Program

"Marketing of Structural Engineering Services is Everybody's Business." Speaker will be a member of SMPS. For detailed information, call SEAIOI office, 372-4198.

### 14 ▼ Office Practice Committee Forum

5:30-7 p.m. CCAIA Board Room.

### Young Architects Professional Development Program

"Contract Administration, Part 1: The Architect's Role in the Office. 5:45 p.m. Monadnock Bldg., Rm. 826.

### 15 ▼ AIA Conference

"Better Codes=Better Buildings." Hotel Meridien, Boston. Through 10/16. See Focus Notebook and/or for registration information: David Bullen, AIA, 202/626-7448.

### Peer Review Training

Portland, Oregon. Information/registration: 202/347-7474. Also refer to Sept. Focus, pg. 7.

### 16 ▼ Seminar

"Curtainwall Design and Performance." Sponsored by Architectural Iron Workers of Chicago. Fountain Blue Restaurant, Des Plaines. 8:30 a.m.-1:30 p.m. Registration information, 544-9041.

### Architects in Govt/Ind/Ed Committee Program

"The Architect Selection Process." Noon. CCAIA Board Room.

### Reception for Visiting Russian Architects

6 p.m. ArchiCenter Gallery. Slide presentation of Russian architecture.

### 17 AIA Design Conference

"The Eden of the Bozart." Nachez, MS through 10/19. See Sept. Focus, pg. 8 or call Pete McCall, 202/626-74265.

### Young Architects Professional Development Program

"Contract Administration, Part 2: On Site Observation & Tour of United's Terminal of Tomorrow. 11:30 a.m. O'Hare Airport Terminal. More information: 663-4111.



**19 ▼**  
**Seminar**

"Challenges and Opportunities Facing Women CEO's in the Design Profession." Through 10/21 in San Francisco. Hotel Nikko. Information/reservations: PSMJ, 617/965-0055.

**"America by Design"**

"Public Places and Monuments." 8 p.m. Channel 11.

**20 ▼**  
**DBA Awards Ceremony**

6 p.m. The Art Institute

**21 ▼**  
**Health Facilities Committee Program**

Noon. Monadnock Bldg. Rm. 826.

**Graham Foundation Lecture**

In conjunction with exhibition, "Contemporary Spanish Architecture, 1949-1970: An Eclectic Panorama." Speaker: Raphael Moneo, chairman, Graduate School of Design, Harvard University. 8 p.m. 4 West Burton.

**22 ▼**  
**SAA OctoberFest**

6:30 p.m. Zum Deutschen Eck, 2924 N. Southport. Buffet, wine, beer, live entertainment, dancing. Reservations: Marilyn Hunter, 641-5959.

**Seminar**

"Budgeting for the Design Firm." Presented by The Financial Manager's Group. Westin Crown Center Hotel, Kansas City, MO. 9 a.m.-4 p.m. Semi-

nar leader: Howard Birnberg. Registration information: 405/848-1111.

**23 ▼**  
**AIA Interiors Committee Open Meeting**

"Low Tech-High Touch." St. Louis. Call Christopher Gribbs, 202/626-7589.

**24 ▼**  
**Workshop**

"Communication Strategies for Architects." Sponsored by AIA Women in Architecture Committee. 9 a.m.-4:30 p.m. CCAIA Board Room. \$125 members, \$150 nonmembers. Space is limited. Registration: T. Ildefonso, 202/626-7346 or M.B. Carroll, 312/663-4111.

**26 ▼**  
**America by Design"**

"Shape of the Land." 8 p.m. Channel 11.

**27 ▼**  
**CCAIA Board Meeting**

Noon. Board Room.

**30 ▼**  
**Deadline AIA '88 Honor Awards**

Postmark deadline for entries. See Focus Notebook and/or call Maria Murray, 202/626-7390.

**Seismic Design Workshop**

Through 10/31 in St. Louis. See Focus Notebook and/or call Pete McCall, 202/626-7465.

**Exhibition**

Last day of "Hugh Stubbins: The First Fifty Years." AIA Headquarters,

**31 ▼**  
**Octagon Exhibition**

Last day of "The Plan of Washington: Leon Krier and the City Beautiful Movement." Washington, D.C.

**LPCI Locks and Landmarks Tour**

Tour Illinois and Michigan Canal Heritage Corridor. 8:30 a.m.-4:30 p.m. See Focus Notebook and/or call 922-1742.

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# THE FOCUS NOTE BOOK

▼ **Anders Nereim, AIA**, has been awarded a \$7500 grant from the Graham Foundation to obtain illustrations for a beginning student text in architectural design, which will help to teach analysis of plans and sections as abstract compositions. Nereim is a member of the architecture faculty at the University of Illinois at Chicago.

▼ Lohan Associates announces that **Floyd D. Anderson, AIA; Graham Greene, AIA; James Torvik, AIA;** and **Michael Vasilko, AIA** have been appointed Senior Associate. **Michael Kaufman, AIA; Larry Keen, AIA; Jeanne Marker, AIA; James Schubert, AIA;** and **Vytas Vepstas, AIA**, have been appointed Associate.

▼ **John Nunemaker, AIA**, Executive Vice President of Perkins & Will, was moderator of "The Planning, Design and Construction of Research Laboratories" at the 21st annual meeting of the Society of Research Administration held in September in New Orleans.

▼ **Neil Frankel, AIA**, Vice President and Director of Interiors for the Chicago office of Perkins & Will was a featured speaker at a September workshop, "The Impact of Design on the Economics of Office Relocation," sponsored, in cooperation with the Chicago Association of Commerce and Industry Foundation, by Perkins & Will, Equis Corporation, and Laventhol and Horwath.

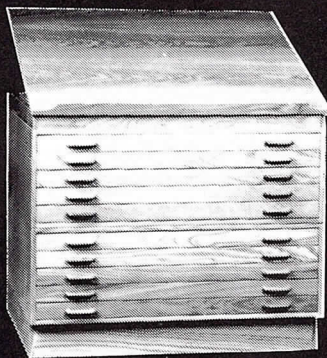
▼ **Tom Beeby, AIA**, Principal, Hammond Beeby & Babka, and Dean, School of Architecture, Yale University, was a member of the Jury for Architecture for the *House & Garden* Design Awards in Architecture and Interior Design and Decoration. Members of the Jury for Architecture, which also included Philip Johnson, Phyllis Lambert, Mario Botta, and Mildred Friedman, selected Frank Gehry's Winton Guesthouse, "a collection of six discrete sculptural elements," which made Gehry the winning architect in the magazine's first Design Awards.

▼ **Gene Sisco, AIA**, formerly vice president at Bulley & Andrews, has taken a new position with Beaver Builders, Inc. in Newton Center, Massachusetts.

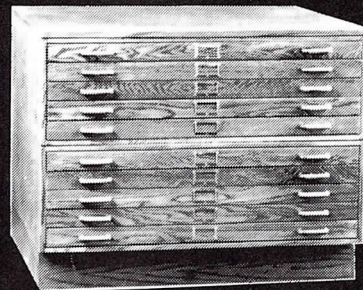
▼ Late this summer, at a ceremony on the steps of the Clarke House Museum, Mayor Harold Washington presented 21 sesquicentennial awards for achievement in preserving Chicago's historic neighborhoods and buildings. The preservation award recipients were: the

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During its late September "Design Decision," The Merchandise Mart presented a "tribute to design excellence in the profession" through its 1987 Chicago Design Awards. Those recognized were: **Walter Netsch, FAIA** (Dean of Architecture); **Cynthia Weese, AIA** (Residential Interior Architecture); **Donald J. Hackl, FAIA** (Special Distinguished Professional Award); Richard Himmel (Dean of Design); Ann Miligan Gray (Outstanding Achievement in the Design Profession); Bernard Nusinow and Arlene Semel (Residential Interior Design Excellence).

Former Chicago architect **Suzanne Kolarik Underwood**, who most recently had been living in Tempe, Arizona where she and her husband, Max Underwood, taught at the University of Arizona in Tempe, was killed in the Detroit airline tragedy in August. While in Chicago, Suzanne worked for Murphy/Jahn, and her husband had been employed by Booth/Hansen and Stuart Cohen. Friends will want to know that a scholarship in her name has been set up at Princeton University School of Architecture, from which she graduated.

The Financial Manager's Group, an association of business managers and financial officers in the U.S. and Canada who are employed in the design profession, are sponsoring two workshops, "Budgeting for the Design Firm," and "Personnel Recruiting for Architects & Engineers," to be held at the Westin Crown Center Hotel, October 22 and 23 in Kansas City, Missouri. **Howard Birnberg**, President of Birnberg & Associates will present the Budgeting seminar, which is geared to controllers, treasurers, chief financial officers, accounting managers, company

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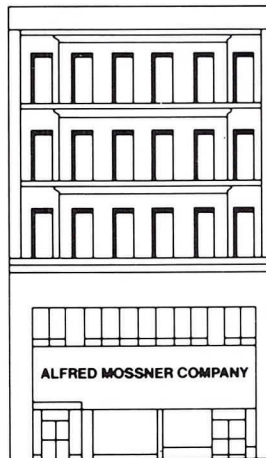
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presidents, principals and owners. The seminar promotion points out that without a business plan it is difficult to project a firm's future income. Registration is being handled through the Financial Manger's Group, 405/848-1111.

▼  
A national conference, "**Better Codes= Better Buildings,**" will examine how codes and standards influence design and how architects, engineers, and code and fire officials can work together to produce better codes and better buildings. The **October 15-16** conference will be presented by the AIA Building Performance and Regulations Committee with cooperation from BOCA, and the National Fire Protection Association. Panel discussions will focus on life safety and conflicting requirements of building and fire codes with case studies presented on Boston's Copley Place and Constitution Office Park in Charlestown. For registration or other information, contact David Bullen, AIA professional services center, 202/626-7448.

▼  
"**Dialogs with History: Measured Drawings and Scale Models of Monumental Western Architecture**" opened at the ArchiCenter on September 22 and continues **through December 5**. On view are more than 50 finely crafted drawings and 12 balsa wood scale models allowing viewers the opportunity to compare the work of form-givers from different eras, such as Palladio and LeCorbusier, and to extract principles from past architecture that are still applicable in the 20th century. Drawings and models were created by students at the University of Wisconsin-Milwaukee. Wojciech Lesnikowski, Director of Design at Graham, Anderson, Probst and White, and a member of the faculty at the University of Illinois at Chicago is exhibition curator. On November 4, R. Ogdon Hannaford, Professor Emeritus, IIT, will lecture on "Drawings of Great Buildings" at 12:15 in the ArchiCenter Gallery.

▼  
"**There's No Place Like Home: Social and Technological Change in the American Home, 1800-1950,**" a symposium presented by the CAF on **Oct. 9-10**, will explore the changing concept of "home" and the spaces, objects, and technology of the 19th and 20th century house. It will begin Friday at 1 p.m. with lectures at the Midland Hotel and an early evening reception in the ArchiCenter. Sat. lectures begin at 9:30 a.m., with a mid-afternoon panel discussion,

summing up the topics. All lectures, the reception, a Sat. box lunch, and tours of Glessner House and Clarke House are included in the \$65 price. An optional sit-down dinner at the Midland on Saturday evening is an additional \$20. For reservations and more information, call 326-1393.

▼  
The Landmarks Preservation Council of Illinois is sponsoring a **tour of the Illinois and Michigan Canal Heritage Corridor on Sat., Oct. 31** from 8:30 a.m. to 4:30 p.m. "Locks and Landmarks" will be conducted by Vincent Michael, LPCI Director of Chicago Programs, formerly with the Upper Illinois Valley Association. Sites will include St. James of the Sag Church, the Isle a la Cache Museum, Illinois State Museum in Lockport, Will County Historical Society, and Rialto Square Theater in Joliet. Lunch will be provided at the Public Landing Restaurant in the recently restored Gaylord Bldg. in Lockport. The cost is \$30 LPCI members, \$40 nonmembers. For more information: 922-1742.

▼  
Three **regional seismology workshops** will be presented by The AIA and the Association of Collegiate Schools of Architecture (ACSA): **Oct. 30-31, St. Louis**; **Jan. 29-30, San Francisco**; and **April 1988, Boston**. Funded by the Federal Emergency Management Agency, the workshops will examine the potential threat of seismic damage facing communities in each of the three regions. St. Louis's session will explore potential damage facing the central states. Covered will be the use of conceptual design, innovative structural systems, land use, cost/benefit considerations, geological and risk analysis, ground motion and effect on buildings, nonstructural design and more. For registration/information, contact AIA/ACSA Research Council, 202/785-2324.

▼  
A two-day conference sponsored by PSMJ and AEMJ, **"Doing Work in the Public Sector-How to Get it and How to Profit from it,"** will take place in **Washington, D.C., Nov. 12-13**. Attendees will choose from over 13 education sessions including "New Ways to Go After Government Work" and "How to Get Paid by the Government."

▼  
**Divine Design, Creativity and Contradiction: European Churches Since 1970**, a new book to be published later this year by the AIA Press, docu-

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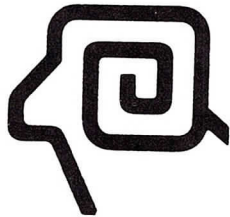
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**Publications for a better practice** from PSMJ: **242 Moneymaking Ideas** offers A/E firms successful techniques for managing their firms, projects, and markets and is based on over 240 of the best articles to have appeared in Professional Services Management Journal and A/E Marketing Journal. **New A/E Guide to Records Management** was designed to save thousands of hours (and dollars) of time wasted each year by poor records and gives the tools to control the growing deluge of records demanded by the complexities of today's professional practice. Contact PSMJ, Ten Midland Ave., Newton, MA 02158.

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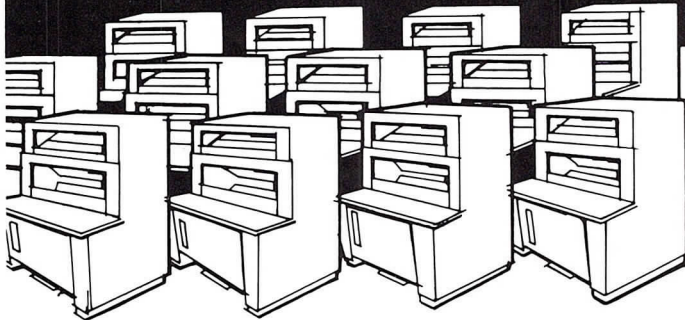
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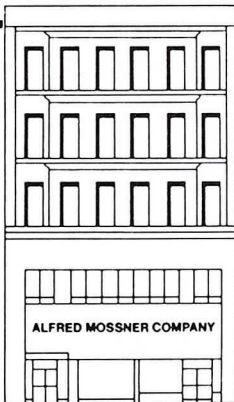
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