



SCC/AIA Photography Awards, page 2

Honor Award
Photo Lang

SC scholarships, Giurgola address to highlight SCC/AIA meeting at Town and Gown Hall on May 14

A distinguished architect from the East Coast and a group of aspiring architectural students from USC will share the spotlight at the May Chapter meeting of the Southern California Chapter/AIA on Wednesday, May 14, at Town and Gown Hall on the USC campus.

Scholarship awards to USC students in excess of \$50,000 will be presented in a dozen different categories. The awards ceremony — a traditional SCC/AIA event — will be followed by an address by Romaldo Giurgola, FAIA, Professor of Architecture at Columbia

University and a principal in the firm of Mitchell/Giurgola Associates Architects (New York and Pennsylvania).

Cocktails will begin at 6:30 p.m., followed by a buffet dinner at 7:30 and the presentation of USC scholarships at 8:15. Giurgola will begin his address at 9:00 p.m. The cost of the evening's festivities — including two courtesy drinks, tax and gratuity — is \$7.50 per person if paid in advance, or \$8.50 if paid at the door. Guests are welcome to attend the awards ceremony and address at an after-dinner price of

\$1.00 per person.

Free parking is available in Lot "E" at USC. Enter the campus from the Figueroa Street entrance, and the guard will direct you to the AIA-reserved parking area.

Reservations must be made by Monday, May 12. Please use the enclosed white remittance envelope to return your check to the Chapter office. Unpaid reservations will be billed to satisfy an unmet guarantee.

Romaldo Giurgola — who is currently in Los Angeles to serve on the jury of the first annual SCC/AIA Design Awards Program — is a graduate of the University of Rome and a former chairman of the Department of Architecture at Columbia, where he earned his Master's degree. Giurgola is now working on the design of a Volvo plant in Norfolk, Virginia, and a feasibility study for the proposed Secretariat Headquarters of the United Nations in Nairobi, Kenya.

A recipient of the Arnold Brunner Memorial Award in Architecture, Giurgola's buildings have been widely honored. Mitchell/Giurgola produced the winning submission in the 1964 AIA National Headquarters Competition; the firm was one of eight finalists among 356 entrants in the Boston City Hall Competition. Other honored buildings include the Whitmarsh Township Library, the Columbus High School in Indiana, the United Fund Headquarters Building, and the Subway Concourse Entrance in Philadelphia. In 1974, the firm was named winner of the Wainwright State Office Complex Competition in St. Louis, Missouri.

During 1974, the actual planning work mandated by the Act began to take shape. The preparation of the Coastal Zone Plan and its nine elements — marine environment, coastal land environment, geology, appearance and design, recreation, energy, transportation, intensity of development, government powers and funding — were assigned to each of the Regional Commission staffs, coordinated by the State Commission and its staff. The AIA had little or no input to the formulation and development of the master plan elements.

Involvement of our Chapter began with the Regional Commission's issuance of the first draft plan elements. Both the Chapter Board and the Environmental Planning Committee felt that the draft

Continued on page 2.

AIA and job placement: Should we demand more?

By Joseph Amestoy, AIA

Four hundred people responded to a recent ad in the Sunday Times for an architect. Award-winning licensed architects walk the streets unemployed. Six thousand graduates per year are cut loose onto a depressed profession for jobs that aren't there.

Truth or fiction? What is the AIA doing about it? What can the AIA do about it? What can you do about it?

Well, the Employer/Employee Relations Committee (EERC) of the SCC/AIA is doing something about it, but we need your help to focus on those areas that can do the most good. The following is a partial list of ideas under consideration by our committee. If they affect you, let us know. Your response will dictate our emphasis.

- Should the AIA refine and expand its role in job placement?
- Is it worth more dues or restructuring the dues system to pay for the service?

turing the dues system to pay for the service?

- What are the advantages and disadvantages to contract work versus employee work?
- Should the AIA provide forms and legal back-up to make "job-shop" contracts available?
- Should the AIA process, file and recommend consultants such as model builders, delineators, management services, architectural production contractors?
- What is the relationship between AIA dues and employer/employee benefits compared to other professional organizations? Should we demand more? Can we?
- What do you think the AIA should do about employer/employee relations or problems?
- Write letters, comments or vented-spleen remarks to EMPLOYER/EMPLOYEE RELATIONS COMMITTEE — EERC, SCC/AIA, Bradbury Building, 304 S. Broadway, L.A. 90013.

Architects and the Coastal Commission

By Jerry L. Pollak, AIA
Chairman, SCC/AIA Environmental Planning Committee

The California Coastal Zone Conservation Act of 1972 — Proposition 20 on the November ballot in 1972 — created the California Coastal Zone Conservation Commission and six Regional Commissions. Our Chapter supported Proposition 20, in view of its primary goals: "A comprehensive, coordinated, enforceable plan for

Coastline update:

The Preliminary Coastal Plan of the California Coastal Zone Conservation Commission has now been released for public hearing and comment. As a result of the activities of the SCC/AIA's Environmental Planning Department, the Preliminary Plan incorporates a number of substantial modifications that correct some of the deficiencies of the earlier draft plans. The CCAIA and the Chapter's Environmental Planning Committee are now studying the Preliminary Plan and will present their positions at the public hearings listed here. Individuals will have an opportunity to appear at the hearings and comment upon the Preliminary Plan. Public hearings will be held from 1:30 p.m. to 6:00 p.m. and from 8:00 p.m. to 10:30 p.m. on May 7th at the Torrance Civic Center; on May 8th at the Huntington Beach City Hall Council Chambers; and on May 14th at the Long Beach Harbor Department Administration Building.

the orderly, long-range conservation of the natural resources of the coastal zone."

During 1973, the primary activity of the state and regional Commissions was the review of numerous applications for permits for activities within the 1,000-yard coastal jurisdiction. This process has had a direct impact on architects, planners and their clients.

AIA delegates

Corporate members of the SCC/AIA who are interested in serving as delegates to the annual AIA convention in Atlanta, Georgia, May 18 through 22 are invited to attend a preliminary meeting at the Chapter office on May 12 at 4:00 p.m.

Chapter officers and directors serve as ex-officio delegates to the AIA convention, but a recently ratified change in the Chapter By-laws now provides that any other corporate member may serve as a delegate if he or she indicates "a willingness to attend the convention, its business sessions, and such convention-related meetings as may be called by the (Chapter) Board."

If you plan to attend the business sessions of the Atlanta convention and wish to serve as a Chapter delegate, please return the pink postcard enclosed with this issue of L.A. ARCHITECT. Chapter delegates will be issued their official delegate cards at the May 12th meeting, and convention issues will be discussed.

Sci-Arc notes

A multi-media evening at Sci-Arc attracted nearly two hundred SCC/AIA members and guests to the Chapter meeting on April 9th. Organized by Shelley Kappe and presented by the students of Sci-Arc, the evening's festivities elicited some excited responses. "One of the most stimulating cross-fertilizations I've experienced," reported our correspondent.

The evening began with an informal reception on the many levels of Sci-Arc's campus. "Good conversation was stimulated by good food and plentiful portions of wine," our correspondent commented about the student-prepared dinner. Then the students turned on a dazzling multi-media presentation which flashed images in slides and video to the accompaniment of music and spoken narration.

Then, the individual members of the evening's featured panel of speakers — including Roland Coate, Paul Kennon, Cesar Pelli and Frank Gehry — appeared via videotape as slides of their work were flashed on the screens. The video images came to life as the speakers appeared in person to interact with the students and members of the audience.

MAY 1975

Inside:

- Feedback:** An "Operation Feedback" report
- Perspective:** A pamphlet that every architect should read

SCC/AIA Photography Competition Honor Awards

Back Page:

- Chapter News and Notes:** Appointments, awards and honors, in the news, etc.

Calendar:

- May 1:** Producers' Council and AIA Golf Day, 12:15, California Country Club in Whittier.
- May 8, May 15:** USC Department of Architecture Spring lecture series, Watt Hall I, 5:00 p.m.
- May 8, May 22:** UCLA Spring lecture series on urban planning, Rm. 1224, Architecture Building, 5:00 p.m.
- May 10:** W.A.L.'s Beat-the-Depression fundraiser at Sci-Arc, 7:00 p.m. Call 346-3005 for reservations.
- May 14:** Construction Industry Dispute Settlement Through Arbitration Seminar, 8:30 a.m. to 4:30 p.m., Anaheim Grand Hotel.
- May 14:** Chapter meeting at Town and Gown Hall, USC campus. Scholarship award ceremony and address by Romaldo Giurgola, FAIA. (Story on this page)
- May 15:** Proposals due from firms interested in Griffith Park master plan contract. (See story on page 3)
- May 20:** Professional Development Program. (See enclosed announcement)

How to survive the selection process: A few tactics, a few good ideas

By Kurt W. Meyer, FAIA

Today, more than ever, we are concerned with an architect's first priority: How to get the job. We attend rap sessions on public relations and participate in well organized, beautifully prepared and presented symposiums given by the National AIA and the California Council.

But, what do we know about the other side — the client? What process does he use to make his choice?

Let's take a look together at the selection process of governmental agencies which use selection committees to find qualified architects. Ever since I started practice — some eighteen years ago — I've been puzzled by the process. At times, I've been successful when I thought I had laid an egg at the interview; at other times, I drew a blank when I thought I had the job all but locked up.

Furthermore, one of my duties as a member of the Board of the Community Redevelopment Agency for the City of Los Angeles is not only to help establish the selection process, but also to participate in the interview and selection of consultants and developers.

Thus, I hoped to gain valuable insight into the inner workings of governmental selection committees. Facing the responsibility of selecting on one hand — and the necessity of being selected on the other — made me think about what really moves a committee to vote in favor of one candidate architect over another.

Some years ago, George Hasslein, Dean of the School of Architecture at Cal Poly, San Luis Obispo, revealed to me that he had similar notions. In fact, he went one step further by making a rather personal and subjective study of this weighty matter. He tried to find out what factors in an applicant's presentation sway committee members.

If you find a common denominator, you can prepare your own presentations accordingly and increase the rate of success — right? Wrong. After extensive review and scientific analysis, he came to the conclusion that the only pattern was that there is no pattern at all.

He related an incident where he participated in a selection committee (not a state college committee) on which the chairman was a most tedious, elderly gentleman who would question each applicant for at least an hour in great detail about his professional background and knowledge. Never was he satisfied to select an architect until he knew his most intimate habits. The story goes that on the second morning of a long, drawn out selection, he got up with a terrific headache and felt miserable all over. The last candidate that morning stood up before the committee and said: "You all know me and my work. You know, and I know, that I'm qualified for this project. If you want me to do the job, call me at my office; on the other hand, if you feel that you would like to experiment with some other firm, that is all right too, because I really don't need the job, thank you" — and he left.

The elderly gentleman, who by this time was all wrung out by his headache, refrained from his customary interrogation and instead voted for this last candidate to be selected — and he was!

This proved really nothing, except that no matter how well you research the personalities of the selection committee, it may do you no good at all if one of them wakes up with a headache.

This might then be the place to throw in a personal experience. Some years ago, I was selected for a major municipal project by a selection committee. Eventually, after paring down the list of 48 to 4, and after an interview before the governmental body, the committee voted to select me for the project. The local newspaper reporter interviewed the members of the selection committee after the vote and posed the question, "Why did you recommend Mr. Meyer for this project?" The next morning the paper quoted the chairperson, Mrs. A.W., in bold print on the front page of Section II: "Mr. Meyer looked so cute with his beard, and that wonderful Swiss accent."

So now you know, I have confessed!

Notwithstanding all I said above, as a result of my CRA experiences in sitting on the other side, I want to make some observations. Naturally, we are very efficient, profound and professional — never swayed by personal friendships, idiosyncrasies, or prejudices. We try to find the best man for the job. However, all of you who are making presentations to selection committees must keep some things in mind if you want to be successful one out of ten times.

If one sits on a selection committee for six or eight hours in a row, hearing countless architects or engineers make presentations, they all begin to sound alike. It would startle you to know just how similar all architects sound. They all say the same things, they all use the same platitudes, they all show too many pictures, and they all tell us how good they are. Honestly, after awhile, I can't remember who said what. That is, until one comes along who has something to say that *relates to my problem* and to the project under consideration; until one comes along who shows he understands the "fix" the selection committee is in, or the aspirations and hopes that its members might have for this particular commission. That man the committee members will notice and remember.

LESSON: Once you are in a situation where you will be interviewed for a project, you are one of the

finalists! You can forget about the platitudes of the teamwork and the efficiency of the organization, the number of awards you have won, and the showing of all too many beautiful slides of all the buildings you have designed. Any time you are in the finals, brother, we already are convinced that you can do all those things. Now, we want to get to know you as a person. We want to know whether we can be comfortable with you in the partnership in which we are about to enter. We want to know whether we can be comfortable with you representing us before the public. Do you understand the assignment in depth? Are you *uniquely* qualified for this particular project due to your intellect, experience, philosophy or staffing?

I firmly believe that it is most important at this time for the architect, or the firm, to show their true colors. You may be able to obtain some commissions under false pretenses by using a clever sales pitch, but in the long run you will be the loser, because conflict is bound to develop if your true beliefs are counter to the philosophies that the project or the client demands. If you have substance, and go after projects you are truly qualified for, you will attract enough potential clients to make it possible for you to obtain those projects with which you are in tune. And these are the ones that have the potential to turn into creative and productive experiences.

Architects and the Coastal Commission

Continued from page 1.

reports contained redundancies, inconsistencies and were often lacking in completeness. The Chapter felt that the AIA had a responsibility to provide professional input and to take public positions on elements which were not responsive to creative planning and design principles. The following actions were taken:

- A Tri-Chapter cooperative effort was initiated among the

Orange County, Cabrillo and South Coast Chapters of the AIA. Corwin Eberting, past president of the Cabrillo Chapter, and I initiated the plan; Mark Jones is now the local committee coordinator.

- Coordination with other professional organizations and public agencies was undertaken, including AIP and public agencies of L.A. County, City of Los Angeles, and City of Long Beach.

- Our Chapter urged the CCAIA to create a Coastal Plan Task Force, which was initiated in January.

- Extensive work was undertaken to influence such master plan elements as appearance and design, energy, powers funding, and government.

Position papers were prepared and presented at public hearings on the regional level. In most cases, our position was accepted and incorporated in the revised drafts. Michael O'Sullivan, Mark Jones and Harlan Hogue were primarily responsible for preparing technical input.

What are the next steps? In mid-May, there will be a public hearing on the entire master plan on the regional level. In August, there will be another public hearing on the state level. Finally, the State Legislature must either adopt, modify or reject the plan.

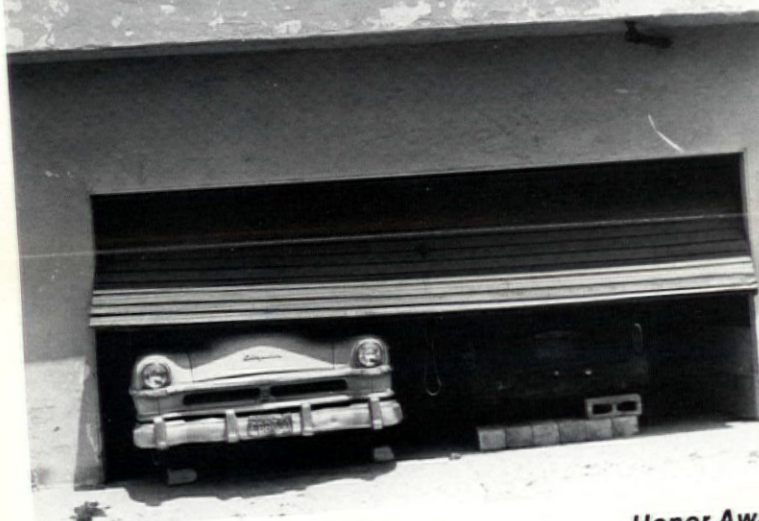
The members of the Environmental Planning Committee are concerned that many of the details of the plan in its present form are far too restrictive and at cross purposes with many existing plans at the local and regional levels. I agree with the latest draft prepared by the South Coast Regional Commission regarding the responsibility for implementation of the Coastal Zone Plan:

"The key to more effective protection and use of the resources of the coastal zone is to encourage local governments, special districts and other local and regional agencies with jurisdiction in the coastal zone to develop and implement an effective coastal management program."

It is essential that local government and regional entities relate the Coastal Zone Plan to their areas of concern. Local examples include the Santa Monica Mountain Plan and the Regional Transportation System and Land Use plan, among others. The Environmental Planning Committee would welcome any suggestions or technical information relating to any of the master plan elements. Contact Mark Jones at 278-4386.



Honor Award
Bruce Boehner
(Original in color)



Honor Award
J.G. Stevens



Honor Award
Bruce Boehner
(Original in color)

1975 Photography Awards

"The Man-Built Environment" was the theme of the 1975 SCC/AIA Photography Competition, and twenty black-and-white and color photographs were honored by the jury for their efforts to capture it on film. Photographs were entered by architects and non-architects alike; all entries were judged by a panel including architectural photographers Julius Shulman and Marvin Rand, Mayor Tom Bradley, and David Greenberg, President of Environmental Communications. The four Honor Award photographs are reproduced here, and all winning photographs will be displayed at the Chapter office in the Bradbury Building. Merit Awards were presented to **Joseph Amestoy, AIA**; **Photo Lang** (three Merit Award-winning entries); and **Bruce Boehner** (two Merit Award-winning entries). Citations were presented to **J.G. Stevens**; **Bruce Boehner** (three Citation-winning entries); **Frederic P. Lyman, AIA** (two Citation-winning entries); **Cory Buckner** (two Citation-winning entries); **Photo Lang**; and **Ernest Ellwood**.

Published monthly by the
Southern California Chapter
American Institute of Architects
Suite 510, Bradbury Building,
304 South Broadway,
Los Angeles, Ca. 90013
(213) 624-6561

One-year mail subscriptions: AIA members outside the Southern California Chapter, \$6.00; non-AIA members, \$12.00. (Advertising rates are available from the Chapter office.)

The opinions stated are those of the authors only, and do not reflect the official position of the AIA or the Southern California Chapter, except where indicated.

Morris Verger, FAIA,
President
Henry Silvestri, AIA,
Vice President
Margot Siegel, AIA,
Secretary
Charles B. McReynolds, AIA,
Treasurer
Michael J. Elliott,
Executive Vice President

Directors:
Robert Frapwell, AIA
Harry Hamon, FAIA
Robert A. Kennard, AIA
David C. Martin, AIA
Joseph J. Railla, AIA
Gerald G. Weisbach, AIA
Harry B. Wilson, Jr., AIA

Mrs. Miller (Jetty) Fong
President, Women's Architectural League

Frederic P. Lyman, AIA
Chairman of the Editorial Board
Kenneth Dillon, AIA
Treasurer
Betty H. Landess, AIA
Secretary
Lester Wertheimer, AIA
Graphic Designer

Editorial Board:
Peggy Cochran Bowman, AIA
David C. Martin, AIA
Paul J. McCarty, Jr., AIA
James Mount, AIA
Joseph J. Railla, AIA
Michael F. Ross, AIA
Thomas R. Vreeland, Jr., AIA

Jonathan Kirsch
Editor

PERSPECTIVE

Can you build your own?

Peggy Cochrane Bowman, AIA

Dwelling
by River
Freestone Publishing Co., 1974
161 pp.

Every architect should read this paperback booklet in order to protect and educate the simplistic layman who believes he is omniscient and superior to the building industry and the architectural profession.

The author and her collaborators use pseudonyms, and quote: "This is a true book. Only the names have been changed to protect the guilty." They expostulate the overthrow of the building department, and all building codes relating to Type V construction, in favor of the freedom of the individual to build the house he wants. The sketches and photographs in the book — all bootleg houses built by individuals — are reminiscent of Squatters Village in Tijuana.

The book argues that, because of high building costs, many people can't afford to build their dream home. It devotes a chapter to scavenging building materials from

"Less is More," but unfortunately didn't seem to grasp what the great architect meant by that quasi-absolute.

A friend of theirs, Homebru, lived in Missouri when he was a boy, in a house on stilts. Every year when the floods came, and the water rose to the middle of the windows, they would get into their boat, and paddle up to St. Louis for a couple of weeks. Once the floods came in summer, and they had a ball diving out the windows, and swimming around the trees. He related that it was a Tom Sawyer type of existence.

A woman, called Anon, prefers using a compost privy to indoor plumbing because the flushing of a water closet wastes water. Besides, one feels closer to nature hauling water from a stream than when turning on a tap.

Then there was Kent who gathered rocks for the foundation of his house, and used scraps of rotten wood for the superstructure. He prided himself on only spending \$200, but admitted his home was



An illustration from *Dwelling*: "They expostulate the overthrow of the building department...."

junk yards, condemned structures, and wrecking crews. In hunting for condemned structures to forage, they came across some old chicken coops in various stages of dilapidation. They signed a contract with the owner to remove them, and called it "chicken delight." In another search, they found some rejected 2" x 4" culls which the lumber yard had planned to grind up because they contained worm holes and dry rot. At the beach they found some driftwood, and at the junk yard they bought some old windows and plexiglass for fifty cents. The author was especially proud of her oldest son, Salmon, who at thirteen built his own house with open air sanitary facilities.

In building your "shangrila" they advise finding a remote site, then putting up "no trespassing" signs to keep the building inspector away. If he should come around, in order not to appear obsequious, one could threaten to blow his head off with a shotgun.

They suggest, before building your bootleg house, to visit as many owner-built houses as possible to pick up tips. Once they mentioned how to draw a plan on a piece of graph paper, but believed, because of their expertise, plans were unnecessary — trial and error is more creative. They cite examples of dwellings which have stood 70 or 80 years on redwood block foundations, and which are sturdier than houses built on concrete.

In order to get back to nature, like their favorite philosopher Thoreau, they recommend building a minimum shelter — a house without walls, and with holes in the roof so one can enjoy the rain. Barry Smith, the leader of a cult called "Gimme Shelter," built a hyperbolic paraboloid over an existing log cabin to confuse the building inspector. When it was finished, he tore down the log cabin, and had his house without walls. He professed to emulate the architectural philosophy of Mies van der Rohe,

so damp and uncomfortable that he had to move.

Some of the cultists give tips on how to build a yurt out of burlap sacks dipped in cement, similar to ones in Outer Mongolia, while others describe in detail how to build a tipi. They quote Chief Flying Hawk, a Sioux Indian of the Oglala clan, who said in the book *Touch of Earth*: "The tipi is much better to live in, always clean, warm in winter, cool in summer, easy to move. The white man builds big house, cost much money, like big cage, shut out sun, can never move, always sick. If the Great Spirit wanted me to stay in one place, he would make the world stand still."

What the authors of the book do not comprehend is that most architects are acquainted with the principles of organic architecture, and can design homes which are not only close to nature, but aesthetic and practical. Also, the architect saves the client money in construction costs because any mistakes can be corrected on paper rather than on the job site. While building codes should be more uniform, they do serve a purpose, and are just as important to Type V as to Type I construction. In the Sylmar earthquake of 1971 only thirty four people were killed compared to the thousands of casualties in the earthquakes of Peru, Nicaragua, Turkey, and Iran due to the collapse of homemade mud huts not built to code.

Deadline

Articles, information items, announcements and letters for the June issue of *L.A. ARCHITECT* should be submitted before May 10 to Editor Jonathan Kirsch, 11002 Rose Avenue, Los Angeles, Ca. 90034. The Editorial Board encourages individual members to submit their ideas and information for publication in *L.A. ARCHITECT*.

FEEDBACK

A colloquy on communications

"...failure to inform..."

The recent enactment (Effective date Feb. 22, 1975) by the City of Los Angeles of the State Energy Conservation Act creates major changes in residential design. It would seem that the Building Planning Codes Committee has been somewhat remiss in failing to bring this change to the attention of the Chapter membership in general, and to the Directors in particular so that an appropriate position could be taken by the SCC/AIA. It would further seem that this type of failure to inform and to provide leadership is, unhappily, often typical.

Irritated Member

"...admitted as to design..."

(A meeting of the Chapter Communications Committee, under Chairman Arthur F. O'Leary, AIA, was held in February to discuss *L.A. ARCHITECT*. The following remarks are excerpted from the report of the meeting.)

The first two issues of *L.A. ARCHITECT* are very presentable and generally acceptable to all. The masthead was admired as to design, but some felt that it occupied too much space. Committee members were opposed to the Chapter publishing the work of non-Chapter members, as in the February issue (house by Peter de Bretteville).

A decision should be made as to whether *L.A. ARCHITECT* is directed to Chapter members or the community at large. If it is intended for Chapter members, then there should be more emphasis on personal news, professional problems, architects' fiscal difficulties and architects' dissatisfaction with professional society. If it is intended for the community at large, then the paper should place more emphasis on architects' value to society. Also, if the latter is so, then we must start a new paper to serve the Chapter members.

Members of the Communications

Committee feel that the *L.A. ARCHITECT* Editorial Board is not aware of the Communications Committee's report to the Board, "Operation Feedback", and it was suggested that this report be digested and published in the *L.A. ARCHITECT*.

Members Present:

Peter T. Creamer, AIA
Rudolph V. De Chellis, AIA
David R. Duplanty, AIA
Stuart E. Greenfield, AIA
Alex Miller, AIA
Joseph J. Railla, AIA
Roger Brown, AIA
Lester Wertheimer, AIA
Arthur F. O'Leary, AIA

"Operation Feedback" was a project of the Chapter Communications Committee in 1974. Its goal was "to improve communication within the AIA with emphasis on feedback from Corporate Members to the Chapter Board." From June to September, 1974, members of the committee conducted small luncheon meetings with a total of 103 Corporate Members to discuss issues of concern. The following remarks — which reflect the views of the participants — were drawn from the final report of "Operation Feedback."

Remuneration and status of the profession: Architects are not adequately remunerated, considering the educational preparation required of them. Architectural registration laws should be strengthened and better enforced to prevent unqualified competitors from performing architectural services. Architects are disappointed with recent architectural school graduates with the exception of Cal Poly San Luis Obispo.

General attitudes toward AIA and its programs: AIA should redirect some of its programs to be of more interest or benefit to employees, and should consider dropping some programs in order to concentrate greater resources on those which benefit the members. Cor-

porate members, particularly employees, don't feel they receive the value of their dues in AIA services, but many stated that they are reluctant to give up AIA affiliation because it may jeopardize their ability to get work.

Professional education, dues and insurance: AIA educational programs are very important, but some of the CCAIA and Institute seminars are too far away and too expensive for the younger members. AIA should be a medium for standardization of drafting, detailing, symbols and abbreviations, as well as a clearing house for information on drafting automation techniques. Dues structure must be restudied; employees generally feel that dues are excessive for value received; supplemental dues are not popular with employers. AIA should establish a portable pension plan to round out existing insurance programs.

Chapter meetings: Smaller, local meetings for professional discussions and fellowship should be considered as a substitute for, or supplement to, large chapter meetings. Chapter meetings should be directed more to the interests of Chapter members, rather than to non-architect guests. More nuts-and-bolts meetings are desired.

Public awareness and communications: AIA should bring the value of the profession's contribution to environmental betterment to the attention of the public. The Chapter, CCAIA and Institute leadership and membership seem to be out of touch with one another. Membership opinions should be ascertained before the Chapter Board takes political positions. Chapter bulletin is important, but could be improved by being more regular, should include personal information such as promotions and firm change announcements, personal accomplishments, local building code information, jobs offered.

NEWS AND NOTES

An educational seminar on "Construction Industry Dispute Settlement Through Arbitration" will be presented by the Construction Industry Committee of the American Arbitration Association's L.A. Advisory Council. Co-sponsors of the event are SCC/AIA, Orange County Chapter/AIA, and the Building Industry Association of California, Inc. The seminar will be held at Anaheim's Grand Hotel on May 14, 8:30 a.m. to 4:30 p.m. Registration fee, including luncheon, will be \$30.00; special rate for architectural and law students is \$7.50. The seminar will include presentations by **Arthur F. O'Leary, AIA**; architect and attorney **Darryl O. Dickey, AIA**; attorneys **James Acret, Wallace J. Manley, Alan M. Fields, and Earl D. Reese**; and AAA officials **Tom Stevens, Jacqueline Downs** and **John Minehan**. Comments O'Leary: "Arbitration is of particular interest to architects because arbitration clauses are included in all standard contract documents issued by the AIA."

"An Urban Community Health Center" will be the title of the examination for the graphic Architectural Design section of the **Equivalency Examinations** to be given in June of 1975, according to an announcement by the Board of Architectural Examiners.

Three national AIA awards have been presented to nominees of the Southern California Chapter/AIA, including the **Cummins Engine Foundation**, Columbus, Indiana (1975 Citation of an Organization); **Gemini G.E.L.**, a Los Angeles lithography firm (1975 Industrial Arts Medal); and **Yukio Futagawa** (1975 Architectural Photography Medal). Each recipient was originally nominated for the national honor by SCC/AIA's Awards Committee under the chairmanship of **Thomas R. Vreeland, Jr., AIA**. Future issues of *L.A. ARCHITECT* will feature articles on these three award-winning organizations and individuals.

The January issue of *AIA Memo* included a solicitation of information about AIA firms to aid in the Institute's "talks with the federal government to encourage economic stimulus to aid architects." The enclosed green pages reflect the data submitted by the 140 Chapter members who responded to the solicitation in *Memo*.

If you responded, please check the enclosed green pages to make sure the information is correct and complete. A green card is also enclosed to submit additions, corrections or new listings. If you have not already provided the requested information, please do so now — the directory of AIA firms is quite essential. Return all green cards directly to the Chapter office. (Cards are pre-addressed, but postage is required. These cards are being sent to corporate members only.)

"Why Are You Still Speaking, Your Client Left Four Minutes Ago?" that's the topic of **Carol Sapin Gold**, management consultant and founder of the consulting firm bearing her name, who will address the May meeting of the **Pasadena & Foothill Chapter** to which our members are cordially invited. Festivities begin at 6:30 with the social hour, followed by dinner at 7:30 and the program starting at 8:30. The event will be held at the University Club, 175 No. Oakland, Pasadena. The cost is \$9.00 per person. Mail check, payable to PFC/AIA, to the Pasadena & Foothill Chpt., AIA, 4 Westmoreland Place, Pasadena, CA 91103. Reservations must be in by noon May 6. Chapter phone: 796-7601.

Notes from the Valley Section AIA: **Thor Gulbrand**, Chairman of the Proprietary and Standards Committee, requests input and assistance from section members for a planned year-end report of his committee, which is charged with the study of continuing education. **Joe Railla** and the BiCentennial Committee are working with other

BiCentennial organizations — including representatives of the W.A.L. and the CCAIA — on local observances. **Al Miller** represented the Section at the meeting of the Committee on Small Business Practice in Washington, D.C. on April 28. **Upcoming events:** Valley Section Board meets on Wednesday, **May 14**; the joint meeting of the Section and the Producers Council will be held on **May 28** at the Casa Vega Restaurant. All architects residing in the Valley are welcome.

Reminder: Proposals from firms interested in preparing a comprehensive **master plan for Griffith Park** should be submitted to Joel Breitbart, Superintendent, Planning and Development Branch, Department of Recreation and Parks, Rm. 1290, City Hall East, 200 North Main Street, Los Angeles 90012 before **May 15**. These proposals should be no longer than 5 to 8 pages, summarizing relevant experience, qualified personnel, firm philosophy and planning process and other pertinent data. An information package — listing data available from the City and major planning issues — will be sent to all responding firms. A limit of \$100,000 has been set for the planning contract, which must cover the entire cost of research, design, printing, presentation, etc. Work is expected to begin in the late summer or fall of 1975 with completion due in 12 to 15 months. Firms will be chosen on the basis of past experience, staff capabilities, ability to work with citizen groups, and best approach to the problems involved.

Two Cal Poly architectural students — **Miss Myung Hee Hou** and **Mr. Charles Sliert** — each won \$250 scholarship checks from the Southern California Chapter of the Architectural Secretaries Association. The scholarship funds were part of the \$5000 raised from the chapter's presentation of "Frank Lloyd Wright in Los Angeles" last spring.

CHAPTER NEWS AND NOTES

IN THE NEWS



The installation of 1975 officers and directors at the March Chapter meeting included some notables: (Top photograph, left to right) President **Morris D. Verger, FAIA**, L.A. City Councilman **Ernani Bernardi**, and **Howard R. Lane, AIA**, 1974 Chapter president and current CCAIA secretary; (middle photograph) **Henry Silvestri, AIA**, Chapter vice president, L.A. City Councilman **John Ferraro**; (bottom photograph) Director **Gerald Weisbach, AIA**, 1973 Chapter president and current AIA California regional director **Rex Lotery, AIA**, and **Warren Hollier**, vice president, L.A. City Board of Public Works.

The first L.A. exhibition of Japanese Hard Edge Artists will be mounted at the **Collaborative**, beginning with a reception on **May 6** and continuing through **June 6**. The Collaborative Gallery is housed in the architectural offices of **Zimmerman/Robbin & Associates** in the historic Granada Building. The Japanese show features highly personal, anti-traditional works by such internationally acclaimed artists as Matsutani, Ay-O and Takahashi. For information, call 380-1041.

The **Mid-West Health Congress** will hold its 1975 meeting in Kansas City, Missouri, on June 9 through 11. Registered architects interested in exhibiting projects to the estimated attendance of 8,000 hospital administrators and personnel should contact **Charles L. Terry, AIA**, 2208 Commerce Tower, Kansas City, Missouri 64105, (816) 471-0370.

Carl Maston, FAIA, and **Eugene E. Hougham, AIA**, suggest that all parties interested in presenting, discussing and viewing entries to the **Roosevelt Island competition** call **Sandy Getzler**, 851-1919, by May 6, 1975 for details. Competitions in general might also be a topic of conversation and persons not entering the New York UDC competition are welcomed.

The **2104th meeting of the SCC/AIA Board of Directors (March 14, 1975)**: Announcement of a 1975-76 wall calendar in directors' room at Chapter office listing board, executive committee, Chapter committee, general and professional meetings as well as state and national AIA events; review of local, state and national AIA programs to evaluate proposed restructuring of AIA components; discussion of function and priorities of Gordon Fleury, CCAIA legislative advocate; decision to

schedule meeting with CCAIA president Ward Deems, FAIA, and Robert Bolling, FAIA (Chapter representative to 1975 CCAIA Select Committee on Goals and Structures); discussion with Louis De Moll, FAIA, AIA First Vice President/President-Elect on national AIA structure report and Institute membership review; meeting adjourned.

Another reminder that the **Chapter office** is open during regular hours on business days from 9:00 to 5:00. Telephone calls are taken during those times except between 12 noon through 1:15. This uninterrupted time allows the chapter staff to help get caught up on document orders, correspondence processing and other responsibilities. Chapter members are asked to advise the personnel in their firms of these hours so that the Chapter office can better serve the membership.



Remember W.A.L.'s **Beat the Depression fundraiser** on May 10th at Sci-Arc, 1800 Berkeley, Santa Monica at 7:00 p.m. Enjoy a fabulous five-dollar four-hour marathon funtime, complete with bountiful breadline and no-host bar. Reservations at \$5 each can be made with **Sarah Smizer** at 346-3005, or write to her at 22129 Welby Way, Canoga Park 91303. Relax while beating the high cost of living, supporting scholarships, extension lectures, newly-licensed party, and more, more, more... Dress depressingly, take an architect to dinner, you won't go hungry! Watch for the pink flyer in your mail!

Student-architect rap sessions under the sponsorship of the **Women's Architectural League** were held in February at Charles

Luckman Associates and in April at the office of Daniel Dworsky, FAIA. The Luckman session was hosted by Vice President and Director of Design **Richard C. Niblack, AIA**, **Ronald Meza, AIA**, **Samuel M. Burnett, Jr., AIA**, and **Richard Alfred McKnew**.

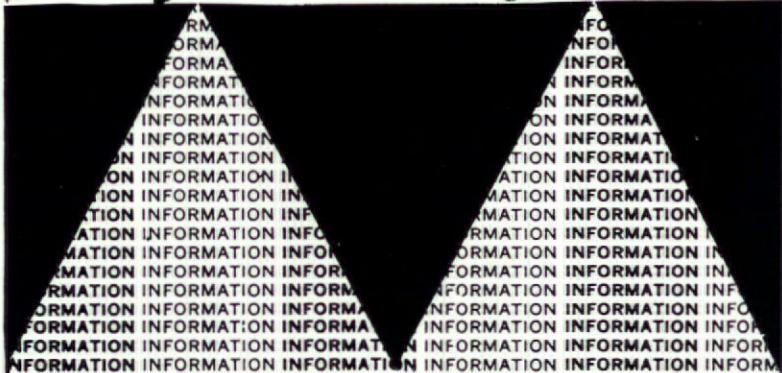
For Sale: Rudolph Schindler's Buck House at 805 South Genesee Avenue, one block south of County Museum of Art. Historical Monument No. 122. Price \$250,000. Contact Samuel Goldstein, 11600 Amanda Drive, Studio City, Ca. 91604. Telephone 763-8888.

CLASSIFIEDS

POSITION AVAILABLE for architect responsible for seeking out and developing new architectural, engineering projects in the California area. This person will be responsible for contacting high level people in health care, educational, commercial & industrial organizations. The objective is to develop contracts for design services. Qualifications: degreed registered architect with project management experience on medical projects for 8 to 10 years. In addition must have business development experience and possess a track record of success. Contact: Cliff Schroeder, Ellerbe, 1 Apple-tree Sq., Bloomington, MN 55420.

Ecologic - Scientific consultants draft Environmental Impact Rpts. Joe GORMAN PhD Associates, 1333 n mountain ave ("Stoneoaks") Claremont CA 91711

LET MARCELLA HEINLEY TAKE THE HEADACHE OUT OF YOUR PERSONNEL PROBLEMS. Marcella Heinley is an experienced specialist in architectural/interior design employment service. She can provide you with expert temporary part time — permanent part time — or full time architectural/interior design personnel for long or short term assignments. Confidential counseling, search and placement for both the applicant and the employer. Call Marcella Heinley at 462-3378. Graphic Arts Employment Agency, 5743 Melrose Ave., Los Angeles, Calif. 90038



Plastering Information Bureau

There is no material that can equal the design flexibility and performance of lath and plaster. Metal and gypsum lathing systems are available to meet every construction need. Acoustical, fireproofing, conventional plastering and the new "thincoat" applications can provide a surface to answer every functional requirement.

The Plastering Information Bureau's technical staff is at your service for consultation and assistance in the preparation of lathing and plastering specifications. You are invited to call.

a service for architects, designers and awarding agencies

3127 Los Feliz Boulevard, Los Angeles, California 90039 • Phone (213) 663-2213

abs

ANAHEIM BUILDERS SUPPLY, INC.

Distributors of Quality Brick & Tile Products

- Acme Brick Co.
- Pacific Clay Products
- Endicott Clay Products
- Whitacre-Greer
- Owen Corning Bloc-Bond
- Illinois Brick Co.
- Canadian Refractories
- Merry Brick Co.
- Hastings Pavement Co.

MASONRY MATERIALS

1635 South State College Boulevard

Anaheim, California 92806 (714) 633-1355

Don Rapp

Sales Manager

To serve
and provide

INFORMATION
TECHNICAL ASSISTANCE
LITERATURE

on

MASONRY
Systems
Veneers
Code Requirements
Materials
Specifications

CALL (213) 388-0472

MASONRY INSTITUTE
OF AMERICA

2550 Beverly Blvd.
Los Angeles, Ca
90057