



Please mark your calendar...

The second annual Masonry Awards Banquet
will be held Saturday, January 15, 1977
at the Hyatt Regency Hotel in Dearborn

You are cordially invited to attend this gala banquet which caps off the 1976 Honor Awards Program for Excellence in Masonry Design, sponsored by the Masonry Institute of Michigan in cooperation with the Michigan Society of Architects.

The competition drew 29 entries from 20 MSA-member firms. The entries have been judged by a panel of distinguished Philadelphia architects, and the jury's decision will be announced at the awards banquet.

Handsome, cast bronze plaques known as "M Awards" will be presented to the architect, owner and mason contractor of each project selected as a winner.

Formal invitations to the banquet are being sent to all MSA-member firms. We hope you'll note the date on your calendar now, and plan to be with us on January 15. Tickets are priced at \$50 per couple. The price includes cocktails, hors d'oeuvres, a sumptuous dinner and dancing to the music of "The People's Choice." In addition, we have reserved a block of rooms to accommodate those interested in an overnight stay at the elegant new Hyatt Regency. (Rates are \$38, double occupancy.)

We're looking forward to seeing you at the awards banquet. In the meantime, please enjoy a happy holiday season.

Sincerely,

MASONRY INSTITUTE OF
MICHIGAN, INC.

John A. Heslip
Executive Director



MSA MEMBERSHIP COMMITTEE REPORT FOR 1976

Arthur E. Nelson, AIA, Chairman

With a committee member from most of all of our chapters, we have set a goal to get to know everyone in the profession thru registration information and local chapter surveys of offices (architectural engineering, interiors, etc.) and schools of architecture.

We have been talking to those not in the Society about joining and noting reasons why they have dropped or never belonged.

We are emphasizing all of the membership categories: coporate, associate, professional associate, professional affiliate, student.

Nationally, the AIA reports 26,000 members out of a possible 60,000 registered Architects in the US. In Michigan we have about 950 AIA/MSA coporate member architects for about 2500 architects registered in the State of Michigan. Data on the other categories of MSA are more difficult but we are working on them.

Progress has been slow and relies mostly on volunteer efforts but volunteer efforts are the most effective since the volunteer gains nothing but that which everyone else gains: a healthier profession. Our membership drive plan is a well thought out AIA authored 3 year effort which should gain momentum next year.

We realize that the age of the independent simply-defined Architect is behind us, that roles and values are shifting and broadening in the profession so that we can be of service to more people and hopefully all people. We admonish the AIA program builders to broaden their scope to help all in the profession do their best job.

We feel that now, more than ever, we must work together in concert for strength and impact lest we be fragmentized into many ineffective small efforts while some other group takes over the design of the built environment. The AIA with its fine history and tradition of service to America is obviously the best rallying organization. But only thru dilligent work and service can we keep the AIA the most effective force for good environment. We feel that worthwhile avenues of work and service to society thru the AIA are good reasons to belong to the American Institute of Architects as well as the many services the Institute brings to each member.

MSA MEMBERSHIP COMMITTEE

Arthur Nelson, AIA, Chairman
Saginaw Valley Chapter
1119 Gratiot
Saginaw, Michigan 48602

Peter Futomoski, AIA
Western Michigan Chapter
505 Angling Road
Kalamazoo, Michigan 49001

Detroit Chapter
(nobody yet)

Gregory Houghtaling
Mid-Michigan Chapter
509 Putnam
Williamston, MI 48895

F. Jon Walter, AIA
Northern Michigan Chapter
521 Randolph
Traverse City, Michigan 49684

Thomas H. Schmidt, AIA
Saginaw Valley Chapter
4058 State Street
Saginaw, MI 48603

John Kealean, AIA
Grand Valley Chapter
2926 Cascade Road SE
Grand Rapids, Michigan 49504

Fred Zrmack (tentative)
Huron Valley
1724 Dunmore Road
Ann Arbor, Michigan 48103

Dale Grainger
Flint Area
1168 Robert T. Longway Blvd.
Flint, Michigan 48503

FEDERAL PROGRAMS CONFERENCE SLATED FOR NEW ORLEANS

Energy, public works, and the international market will be among the chief topics at the fifth national Federal Programs Conference for architects and engineers to be held in New Orleans, February 24-25, 1977.

Top level federal agency officials and members of Congress will brief design professionals on opportunities in the federal marketplace. A wide range of workshops, panel discussions, and speakers will cover such areas as transportation, community development block grants, military services procurement and construction programs, and federal encouragement for small and minority firms.

The participating federal agencies will include the General Services Administration National Aeronautics and Space Administration, the Energy Research and Development Administration, the Army Corps of Engineers, and the Departments of Commerce; Health, Education, and Welfare; Housing and Urban Development; Justice; State; Transportation, and the Treasury.

The conference is sponsored by the Committee on Federal Procurement of Architectural/Engineering Services

(COFPAES) whose member organizations include The American Consulting Engineers Council, The American Institute of Architects, The American Road Builders Association, The American Society of Civil Engineers, and The National Society of Professional Engineers. Advance registrations forms for the conference have been mailed to members of the sponsoring organizations.

OLD NEWSBOYS TIME

The Architect and Engineers Corner for the Annual Goodfellows Fund will be manned again this year by Jim Gallagher on first and Fort Street.

The big day is set for December 13, Monday, so drive by and give Jim a big number for the Goodfellow Christmas Fund.

Your contributions will help the Goodfellows make sure their motto comes true "no Child without a Christmas".

If you can't swing by and see Jim in person on the 13th, send your check now, to his attention, 455 West Fort Street, Detroit, 48226

(It is also the address of Smith, Hinchman and Grylls.)

1976 PROFESSIONAL EXAM

The Professional examination required for the registration of architects is scheduled to take place on Dec. 13 and 14. As in the past, questions on the 1976 exam will be based on the 1970 edition of AIA's document A201, the general conditions of the contract. Alan Stover, AIA, director of documents at the Institute, warns candidates that this document will not be reproduced in the test information package. Candidates, however, will be permitted to bring copies of the document into the exam, but "no outside materials will be allowed," Stover says.

The 1970 edition of A201 is being withdrawn from circulation due to the publication of the 1976 edition. Candidates for the exam should obtain copies of the 1970 edition as soon as possible. "AIA cannot guarantee," says Stover, "that any copies of the 1970 edition will be available in December." AIA components, particularly those which sponsors seminars for candidates, are encouraged to have sufficient copies of the documents on hand to meet the demand.

As a courtesy, AIA will include a copy of the 1970 edition of A201 in each order for the Architectural Registration Handbook (M155). The handbook is available for \$20.00 per copy from

MSA. "The differences between the 1970 and 1976 editions," says Stover, "makes it critical that candidates study and use the earlier edition."

CORRECTION ON GRASSROOTS

MSA members planning to attend AIA Grassroots will go to the East meeting in Washington D.C. The dates are January 24, 25, and 26, 1977.

The earlier announcement was made for Grassroots Central in error.

The National Grassroots meeting are designed to acquaint newly elected officers and directors to the programs of the Institute to promote better component participation in all levels of the AIA.

LET YOUR FINGERS DO THE WALKING...

The yellow pages have it all. Please keep your copy handy and use it often. Share your copy with a prospective new member.

As a service to members the AIA has mailed copies of the new "Yellow Pages" to all members. This is a directory of services publications and resources available to all members of AIA.

CITY OF DETROIT AWARDED GRANT UNDER CITYSCALE PROGRAM.

A grant of \$25,000 was awarded to the City of Detroit for the fiscal year of 1976-1977 under the Cityscale Program for Development of a strategy for a coordinated system of street furniture and planting to unify the area and provide a pleasing pedestrian environment.

"Progress in Criminal Justice--By Whose Standards?" will be the theme of a fourth national symposium in this area to be held April 6-9 at the Fairmount Hotel, New Orleans.

It will focus on the impact of emerging criminal justice standards, and will feature topical workshops on programs and facilities for law enforcement, courts, corrections, and juvenile justice. A special emphasis will be on application of new standards in pilot projects.

The symposium is sponsored by the National Clearinghouse for Criminal Justice Planning and Architecture, and by the Law Enforcement Assistance Administration, United States Department of Justice.

Associate sponsors are the American Institute of Architects and the American Probation and Parole Association, Inc.

It is conducted through the Department of Architecture and the Conferences and Institutes Division, Continuing Education and Public Services, University of Illinois at Urbana-Champaign.

The tuition is \$110 for educators and employees of local, state and federal agencies, and \$170 for all other registrants.

Additional information can be obtained from James Taylor, symposium coordinator National Clearinghouse, 505 E. Green, or from Elmer Edwards, symposium coordinator, Conferences and Institute 116 Illini Hall, both Champaign, Ill. 61820.

TO: State Boards of Registrations for Architects, Professional Engineers and Land Surveyors

FROM: Michigan Boards of Registration for Architects, Professional Engineers and Land Surveyors

SUBJECT: Licensure by reciprocity

State of Michigan Attorney General's Opinion No. 5044 which forces the Michigan Boards of Registration to require that all new applicants for registration in Michigan after January 1, 1977 must possess a bachelor's degree acceptable to the Boards of Registration.

This will include applicants from other states who may have been registered in the other state before January 1, 1977, but are applying for registration in Michigan by reciprocity after January 1, 1977.

NEW MEMBERS

Walter Troniano, AIA, 29126 Rock Creek Southfield, new Detroit Chapter, Coporate member, Michael Mosley, 22216 Park, Dearborn, David Schafer, 8240 Bellvue, new DC Associate members. John Bogner, 1424 Bedford, Grosse Pointe Park, new DC Professional Associate, and Elizabeth Porter, 926 Sunset Lane, East Lansing, new Mid-Michigan Coporate member.

Mr. Erroll R. Clark, AIA & Mr. Carl A. Scheuffler, AIA, have become Emeritus members of the Detroit Chapter.

WOMEN'S ARCHITECTURAL LEAGUE WELCOMES NEW MEMBERS

W.A.L. is happy to welcome: Mary Albertson, Barbara Castellana, Mary Ethel Gholz, Anita Goldman, Marilyn Groth, Gail Kowalski,

Mary Lucas, Regina Roper, Christine Schade, and Aina Usas, as new members.

DETROIT CHAPTER COMMITTEE REPORTS

REPORT ON COMMITTEE ACTIVITIES DIVISION II

1. PROFESSIONAL PRACTICE COMMITTEE: Ross Confer, AIA, and his committee worked hard to organize and present a seminar to educate young professional architects. Unfortunately, the response was insufficient to carry-off the seminar.
2. CONTINUING EDUCATION COMMITTEE: Barry Merenoff, AIA, took over this activity during a critical decline and has stabilized its direction with the assistance of Carl Pirscher, AIA. While no programs were held in 1976, a foundation was laid for providing educational courses which will count towards coming requirements for architectural re-certification.
3. EMPLOYMENT PRACTICES COMMITTEE: Continuing under the leadership of Steve Page, AIA, this committee reinforced its efforts to provide the membership with a data base on firm employment practices, especially concerning wages paid for various job categories. Despite advanced publicity, the 10% response did not improve over last year's data input from Detroit area firms.
4. PUBLIC EDUCATION COMMITTEE: Tom Wikle, AIA, has guided this most successful committee through its main activity of holding a high school competition with record participation. Judging of the 1975-76 entries and kicking off the 1976-1977 competition, were the main activities which were completed. Sub-committees efforts in providing speakers on Architecture, developing a slide show for presentation to zoning boards, and teaching high school instructors about architecture continued to progress throughout the year.
5. PROGRAM COMMITTEE: Bob Wine, AIA, stepped into this activity during a difficult re-evaluation period and began a series of varied programs for the membership, with one major feature each month. Attendance has picked up steadily and is expected to increase as the committee improves its organization, lead time, and quality of announcements.
6. PUBLIC RELATIONS COMMITTEE: No committee worked harder to make the Detroit Chapter know than this group under the leadership of Dennis King, AIA. Every new task was attacked with enthusiasm and outstanding results, only to fail through lack of implementation by others. Each

new activity blunted the efforts of the normal, ongoing output such as Architect's Sunday and TV programs so that they were unsuccessful in 1976.

7. MEMBERSHIP COMMITTEE: Sjirk Zijlstra, AIA, continued his efforts to reach every potential member and to document the results. Rap sessions, mailings, and phone calls failed to accomplish desired goals, however, and the overall Chapter membership declined during 1976.
8. HONOR AWARDS COMMITTEE: Lyn Graziani, AIA, again guided this committee through a competition, which drew record entries and resulted in a record number of awards to be presented in December. Recipients were also named for the Gold Medal Award and Honorary Memberships.
9. FELLOWSHIP COMMITTEE: John Haro, FAIA, coordinated this committee's recommendation of members to be presented for the National AIA's consideration as new Fellows in the Institute. The activity was completed with the prestige and efficiency commensurate with this high honor.

As Director of Division II, I was involved in the working of the above nine (9) committees. I wish to thank all those who worked hard and accomplished their tasks, as well as those who worked hard but, met with less results than desired. Every chairman is to be applauded for his sincere efforts for the Detroit Chapter.

The entire membership is requested to become active in committee activities of their choosing, to further the goals of the Chapter. Several committee chairmanships will be available for aggressive, sincere, concerned individuals. Please express your interest to me regarding the openings for chairman of the Public Education Committee, the Public Relations Committee, the Membership Committee, and the Honor Awards Committee. The outgoing chairman are to be praised for their contribution to the Chapter.

Respectively submitted,
Keith M. Sipperley, AIA
Director
Division II
Detroit Chapter, AIA

REPORT ON COMMITTEE ACTIVITIES DIVISION III

1976 SCHOOL & COLLEGE ARCHITECTURE COMMITTEE Suren Pilafian, FAIA, Chairman

The committee's project was "New Uses for School Spaces!" They canvassed the tri-county school districts to determine what possibilities were being considered

for classrooms or buildings no longer needed for school purposes due to the present and expected decline in school population. The study would help school administrators cope with this problem. When completed, the study is to be distributed to all school boards in the area of Detroit Chapter as well as Detroit Chapter members. Due to the illness of Suren Pilafian this study was not completed.

1976 HOUSING COMMITTEE

Jack Brown, AIA, Bob Lytle, AIA,
Co-Chairman

The committee's main thrust was to design one or more energy conserving houses adaptable to solar energy with the results being published in a brochure and distributed to the builders and MSHOA. The committee, as part of their research met with Peter Opperman, a member of the National Energy resource Council, who discussed various aspects of solar energy, principally in terms of individual residential applications. Members of the committee have attended solar energy seminars and Jack Brown is currently taking on the MSA sponsored course on solar energy. The design of these houses will not be completed this year.

1976 CONSTRUCTION MANAGEMENT DEVELOPMENT COMMITTEE

Colton Weatherston, AIA, Chairman

The committee conducted a Construction Management Forum on May 25, 1976 at Lawrence Institute of Technology. The forum discussed the role of the Owner, Architects-Engineer and Construction Manager in the design and construction process. The speakers were Karl Greimel, AIA, Dean, School of Architecture, LIT, Tom Dailey, R.E. Dailey Company, Jim Giachino, AIA, Construction Coordinators Inc., Peter Darin, PE, Smith, Hinchman & Grylls Associates Inc. The moderator of the discussion was Colton Weatherston AIA, J.A. Ferguson Construction Company. The discussion was very interesting and informative and was open to audience participation which was very active. The committee did an excellent job of preparation and the diversity of the panel made a very successful evening.

1976 ARCHITECTS IN INDUSTRY

Joe Veryser, AIA, Chairman

Late in the year Joe Veryser became chairman of the committee. The first meeting under his chairmanship was held in October to review goals and to actively recruit new members. The committee objectives are:

1. Promote AIA affiliation, goals and objectives.
2. Foster an open communication link between practicing architects and architects employed within industry.
3. Inform the practicing architect,

through the AIA, of the needs of the architect employed in industry.

4. Inform the practicing architect of the corporations objectives so they can provide a more complete service.
5. Assist the architect employed in industry.
6. Coordinate the Architect in Industry's objectives with other committees within the AIA.
7. Provide opportunities for architects employed within industry to meet their peers and express their opinions.

1976 HEALTH ENVIRONMENT COMMITTEE

George Galayda, AIA, Chairman

During the last two years this committee under George Galayda's chairmanship, established a Guest Lecture/Seminar Series for the School of Architecture at the university level. A series of Seminar/Workshops on "Health Care and Architectural Practice" took place at the University of Michigan and University of Detroit. The seminars were well attended and the members of the committee did an excellent job of presenting their topics. The 1976 committee had hoped to continue the seminars this year and begin a new Government Agencies Subcommittee. The committee's request for expenses was not approved by the Board of Directors. It was againsts Board policy to reimburse the type of expenses requested by the committee and felt it would be a bad precedent. Because of this impasse the committee was not active this year. The Board of Directors appreciates George Galayda and his committee's effort and accomplishments of the last two years.

Respectively submitted,
James Hackenberger, AIA
Director
Division III
Detroit Chapter, AIA

CHANGE IN ADDRESS:

As of November 1, 1976, William H. Vanderbout, AIA, & Charles C. Richardson, AIA, Architects and Planners, will be at 150 Ann Street N.W., Grand Rapids, MI 49505, new phone no: 616/364-8034. These new quarters are located on the ground floor of WBDC, Inc., Architects and Planners, Engineers.

POSITION OPEN

Architect with Michigan registration for Campus Planning and Extension Office. Salary commensurate with experience. Include min. salary requirements with

resume to Personnel Office, Lake Michigan Hall, Grand Valley State Colleges, Allendale, MI 49401. GSVC is an equal opportunity/affirmative action employer.

LOOKING FOR WORK

Anthony W. Spencer, 18620 Syracuse, Detroit, Michigan 48234, 366-7341
Position wanted in the area of Planning, in and around the Detroit area.

Robert L. VandeVenter, AIA, 415-5th Street, West Des Moines, Iowa, 50265 225-0550. Position wanted in small to medium firm. Experienced in all types of Architecture practice. Registered Architect in Iowa, with NCARB Certificate.

GRAPEVINE

Joaquin Cortes, P.E., recently appointed Structural Staff Consultant for Ellis/Naeyaert Associates, Inc....William A. Hogan, newly named Manager of Specifications Group for Ellis/Naeyaert Associates, Inc. ...Fred Sargent of SH&G has been elected the 1977 president of the Detroit ASID Chapter...The University of Michigan has named Jonathan King Director of the Architectural Research Laboratory of the College of Architecture and Urban Planning, and Professor of Architecture. King was most recently senior vice president of Caudill Rowlett Scott, Houston architects, and earlier was with the Educational Facilities Laboratories, Inc....Thomas W. Gunn, AIA, MRAIC, was elected President and a member of the Board of Directors of Zeldler Partnership Inc./Architects, Detroit...

CALENDAR

- | | |
|----------------|--|
| December 3 | Detroit Chapter Honor Award Banquet, University Club of Detroit |
| December 7 | WAL Christmas Party |
| December 8 | MSA/CEP Architecture for Justice Seminar, Spring Lake Michigan-See details in National AIA mailing |
| December 13-15 | Solar Cooling and Heating: A National Forum-sponsored by Energy Research & Development Administration and School of Continuing Studies, University of Miami, Miami Beach Florida. For more information contact Mr. Tony Pajares, University of Miami P.O. Box 248005 Coral Gables Florida 33124 (305) 283-3562 |

1977
January 12 WAL Art Institute
January 15 Masonry Institute Honor Awards
Banquet, Hyatt Regency Hotel
Dearborn
January 24- Grassroots East- Michigan, goes
26 to Washington D.C.
February 1 Seminar-Cash Flow and Control
Robert L. Teets, Chicago ILL.
For more information write-
Midwest Electric News, 20 N.
Wacker, Chicago ILL. 60606
Februaury 2- The Thirtieth annual meeting
6 of the Society of Architectural
Historians, held at Biltmore
Los Angeles.
February 15 WAL Center for Creative Studies

March 3-4 Michigan Housing Authority
Conference, Traverse City
(Watch for mailing)
June 5-9 AIA National Convention
San Diego, California

Published by: Monthly Bulletin, Michigan
Society of Architects, 28 West Adams,
Detroit, Michigan 48226; Telephone (313)
965-4100; Editor: Ann Stacy, Copy Editor;
Cathy Kanski, President: Gene DiLaura, AIA.

MONTHLY BULLETIN,
MICHIGAN SOCIETY OF ARCHITECTS
28 West Adams
Detroit, Michigan 48226



It's New Year's Resolution Time

For 1977, as in years past, the #1 resolution of the Masonry Institute of Michigan is to provide the state's architects with the latest available information about masonry design and construction. We're happy to announce that the MSA Newsletter again this year will be one of our prime methods of communicating with you. Look for us each month -- right here on the front page.

That's our New Year's Resolution. What about yours? May we suggest a couple that will be painless (to say nothing of pleasant and productive) to keep...

1. Attend the Masonry Awards Banquet on Saturday, January 15, 1977, at the Hyatt Regency Dearborn. This is the culmination of the second annual awards program sponsored by the Masonry Institute in cooperation with MSA. Four MSA-member architects will be honored for excellence in masonry design. Their projects were selected as winners by a distinguished awards jury headed by Norman N. Rice, FAIA, of Philadelphia. Mr. Rice, a longtime colleague of the late Louis I. Kahn (both served for years on the faculty of the University of Pennsylvania), will be on hand to present the awards. You'll want to be part of this big event during "Masonry in Michigan Week." For reservations, call 476-2495.
2. Arrange for showings in your office of the new Masonry Institute programs on masonry design and construction. Six hour-long programs are now available. They cover the following subjects: brick as a building material; concrete masonry as a building material; selecting mortars for masonry construction; selecting and sizing masonry walls to resist fire; movement control in masonry walls; and weatherproofing masonry walls. Pick out the ones you want to see and call us at 476-2495.

Please keep that number handy. We'll be around all year to help whenever you have a question or a problem involving masonry. We hope you have a great 1977. If you do, so will we.

Sincerely,

MASONRY INSTITUTE OF MICHIGAN, INC.

John A. Heslip
Executive Director



We herewith reprint with permission an article written by David Oeming AIA of the Saginaw Valley Chapter for the AIA memo. The message is timely and we believe the entire MSA should read it.

NEW MARKET FOR ARCHITECTS' SERVICES
REAL ESTATE: EXCEL. OPP. FOR ARCHITECTS

by; David F. Oeming AIA

I'm a 50-year-old architect who has been practicing for 22 years in a mid-Michigan community of 100,000 souls. Almost all of those years have been as a partner in a small firm, carrying on a general practice in our immediate area, with an out-of-state client now and then. A brief fling as a corporate architect—a job taken with security in mind—soon made me realize that the only "security" lies within oneself.

My years of experience have reinforced my conviction that an architectural education prepares an individual for more varied pursuits, within the confines of his or her own abilities and interests, than any of the other defined professional degrees with the possible exception of law.

With this belief, in 1963, I reestablished a practice which exists today. This case history based on my own experience, talks about some of the ways a practicing architect can use that education to reconcile the need to make a living with an equally compelling need for a sense of professional fulfillment.

Perhaps the architectural practitioners' greatest economic problem is being forced to adjust to great peaks and valleys in commissions and income-level. It seemed necessary to find ways of bridging these lean periods, of insuring economic peace of mind so that concerns about making a living could be subservient to having fun in architect. I've tried several ways. The financial successes have been uneven, but the fun and learning curves have headed steadily upward.

REAL ESTATE BROKER, et al. Like most architects, I have had plenty of opportunities to reflect rather sourly on the inequities existing between the role of the architect and that of the real estate agent. Compare the fee structures: the return on investment in education, training, responsibility, and liability is ludicrous. Surely many others like myself must have wondered why we spend from six to 26 months living with a project and working out a dream with our clients for 6 per cent of the building cost—only to see the product of our efforts sold by a real estate broker for 10 per cent of the total market value, including the price of the land.

How many times have we worked on a feasibility study, spent countless hours counseling the client on location soil, utility availability, environmental impact, etc. —and then the client commissioned a real estate agent to propose the property for sale, and collect 10 per cent of the purchase price?

Two trips down that road were enough to convince me: if they could do it, so could I. (In Michigan, the legal profession has been aware of this possibility for years, and many lawyers have profited handsomely from dual agency.) I therefore began discreet inquiries with the State Board of Licensing for Real Estate concerning my eligibility to take the real estate broker's license examination. There was a three year training requirement, which I didn't meet. However, after considerable persuasion, the Board waived the requirement on the grounds that with respect to real estate, an architectural education is consistent with that required of an attorney. I bought textbooks on real estate law and practice and found them relatively easy to comprehend. Much of the content repeated previous architectural curriculum courses (although I had to learn about such things as preparing a closing statement).

Real estate broker's exams are given monthly; after a review of all the written material, I was ready to "give her a go". And I'm pleased to say that I passed on the first shot.

This opened up a whole area of service that I could offer potential clients. In rapid succession, I was able to take on and perform several commissions involving expanded services which carried an average overall fee 20 to 25 per cent higher than the "normal" architectural commission.

First, I let my former clients know that when they were considering new facilities, we would like to help with the site selection. The immediate result: a commission to locate a truck-terminal site for a previous client. They bought the site we recommended, paid the commission on the price of the land, and commissioned us to design the terminal facility.

Then came a new client representing a group of doctors, who wished to invest in land with a future development potential. The results for our firm: a real estate commission on land purchase; percentage participation; a fee for the land development scheme—and the inside track with the developers for future architectural commissions. (Value of the property has now increased some 300 per cent.)

Those are only a couple of examples of the opportunities that await a firm with both architectural and real estate expertise. There are many others.

For instance:

BUILDING APPRAISAL AND USE-FEASIBILITY STUDIES. There are many good, sound buildings in our inner and outer urban areas that stand vacant because of a lack of determined need. These can be recycled. (Many architects have recognized the potential of such buildings, and put them to use as their own offices.) Why not look around your own corner of the world, and once you've determined the potential of such a building, sign the owner up with a real estate listing as well as an architectural commission?

URBAN LAND DEVELOPMENT SALES. Many of our cities have acquired urban renewal lands which lie fallow for lack of knowledge development.

If the price is right with a little imagination the architect can create a desirable and economically feasible use for this land, promote and sell it, collect a real estate commission from the city, and, possibly, an architectural commission from the buyer.

HOME INSPECTION AND APPRAISAL SERVICES. It has been said that in general, home buyers know less about what they are buying than they do about any other purchase they make. This offers a unique opportunity to any architect to serve the marketplace by setting up a home inspection and appraisal service. The process is not unlike residential design but in reverse; i.e., the architect provides the prospective buyer with an evaluation based on design and materials criteria - in other words, gives the house a physical exam. (I would advise that no comment be offered on dollar value as related to sales price, as this could have serious repercussions, and isn't really necessary.)

Cost for this service could be shared by the buyer and seller, or the buyer and the mortgagor, or the seller and the real estate agent. (Such a service probably should be performed by the real estate profession, but few brokers have the necessary training or expertise.) This service offers great potential for taking up slack in an architectural office schedule, and could be performed by qualified drafting personnel. If the process were properly organized, one person could do two houses a day.

DEVELOPMENT AND SALE of DISTRESSED PROPERTIES. Recently I had an eye opening conversation with a local developer, concerning the potential of distressed (bankrupt) properties. He has been buying up such properties converting them to other uses, or syndicating them to national real estate computer listings, with re-

markable results. Fellow architects, why not us?

INVESTMENT GROUP COUNSELING. As architects we enjoy a remarkable stature in the professional community. Our problem is that we are often an afterthought: after property has been acquired, the buyer may begin to think about architectural services. Being a real estate-oriented architect can open doors to counseling professional management firms so that your influence is felt at the conception of a potential investment venture, or even better, you can be the conceiver. There are many fine opportunities for architect-originated investor groups, and such a group provides an in-house funding source for property development.

PROPERTY MANAGEMENT. This has become a marketable service for many real estate firms, and can offer great potential to the architect-real estate family.

LAND ZONING DEVELOPMENT. This is a fast developing field, as a result of recent court decisions. Acquiring options on land for zoning development can be lucrative. You should have a tie-in with an attorney to do real justice to the potential here.

DESIGN-BUILD-LEASE. This is one of the greatest opportunities available to the architect-real estate entity. Here, you can really do business coming and going. However, there are plenty of potential pitfalls, and careful consideration is warranted. I have been working on a proposition to build and lease buildings to governmental agencies at all levels mainly because of the 100 per cent occupancy factor. Your team must include an expert in the investment-lending field, as well as a builder, an accountant, and a lawyer. With the proper administration, everyone can be handsomely compensated.

It is my guess that the majority of developers come from real estate backgrounds, and don't possess nearly as much know-how as the average professional architect. If you believe this as I do, try development on a small scale with a syndicated investor group until you learn the ropes.

It's been my experience that here, you can't find the answers in a book. Experience - for better or worse - is the best teacher.

THE COMPETITION. You can anticipate some belligerence on the part of local realtors toward your new status, but by and large, they will be pleased to you understand their way of life. The greatest resistance will come from "real estate developers" who are real competition and can be vindictive. However, I have found that once you have established a track record, these competitors begin to appreciate your understanding of

the rules of the game, and demonstrate their willingness to seek your architectural expertise and to accept a cooperative fee on land development.

Bear in mind that the majority of real estate professionals are neither visionaries nor engineering experts. They are salesman, whose role is that of catalyst between buyer and seller. As an architect you therefore bring an extra, un-matachable ingredient to the buyer and the seller.

Many times I have been able to profit by merely being acquainted with a would-be-buyer or seller, and referring him or her to another qualified broker because I didn't have time to pursue the deal. As a broker, I'm entitled to a finder's fee of 10 per cent of the broker's commission in such cases.

In other instances, I have been commissioned by potential buyer and the seller has already commissioned another broker to sell, or vice versa. In such a case, we split the commission.

I have not made a full time occupation of real estate, preferring to treat it as a tool in our architectural practice. I don't consider that I have any special skills in the real estate field, other than a willingness to learn and to act within an ethic of service to my clients.

It is good fun, stimulating, and profitable in most instances. I can make as little or as much of it as the need dictates. It has been a great experience for me, and it can be for anyone else who believes that as architects, we set our own horizons. Why not give it a try?

MASONRY BANQUET

The second annual Masonry Honor Awards banquet, honoring Michigan architects for design excellence in the use of Masonry, will be held Saturday, January 15, 1977, at the Hyatt Regency Hotel, Dearborn.

The event is sponsored by the Masonry Institute of Michigan, in cooperation with the Michigan Society of Architects.

The banquet culminates an awards program which saw 20 architectural firms enter a total of 29 building projects. The entries were judged by a panel of Philadelphia area architects, chaired by Norman N. Rice, FAIA, and four were selected as winners.

Those winners will be announced at the awards banquet, and cast bronze plaques known as "M Awards" will be presented to the architect, owner and mason contractor on each winning project.

Featured speaker at the banquet will be

George A. Miller, executive vice president of the Mason Contractors Association of America, Oakbrook Terrace, Illinois.

The banquet begins with a reception at 6:30 p.m., followed by dinner at 7:30. Tickets are priced at \$50 per couple. For details and reservations contact the Masonry Institute (313) 476-2495

RAP SESSION

DATE: Thursday January 13
LOCATION: SH&G
455 West Fort
Detroit, MI
PARKING: AMPLE
TIME: 5:30P.M.-7:30 P.M. (?)

The 1977 Board of Directors has announced its first Chapter Meeting for Thursday, January 13, 1977. This will be a RAP Session to allow Chapter members to have input to National AIA Grassroots through their Chapter representatives and Regional Director Bill Jarratt.

Major items to be discussed will be Ethics and Membership - if you have any other items bring them along and voice your opinion.

Refreshments will be served and a nominal charge will be requested from each attendee.

Please complete the form below or call Chapter Headquarters (313) 965-4100 and reserve a space.

NAME _____

TELEPHONE _____

TYPE OF MEMBER _____

HERE'S ANOTHER LIST OF NEEDED ITEMS

The Detroit Public Library has requested assistance in obtaining additional items used by patrons of the Fine Arts Department of the Main Library. There are many magazines received in the Department which wear out before they can be bound in durable bindings. Gift copies are most appreciated - please send them directly to the Detroit Public Library, Woodward Avenue, Detroit, MI 48202,

Abitare, African Arts, American Institute of Architects Journal, Architectural Digest, Architectural Record, Art in America, Art Inter-

national, Art News, Arts Magazine, C.A., Camera 35, Casabella, Design (London), Domus, Feminist Art Journal, Gentlemen's Quarterly, Graphis, Industrial Design, Interior Design, Interiors, People, Petersen's Photographic Magazine, Professional Photographer, Progressive Architecture, Schoner Wohnen and Vogue.

Call for Entries

'Design in Michigan Exhibition'
Entry deadline March 1, 1977

Design Michigan invites submission of the best projects designed or made in Michigan during the past ten years from these design fields: visual communications, industrial design, interior design, architecture, landscape architecture and planning.

Both clients and designers are invited to enter projects to be juried by an interdisciplinary design team including Massimo Vignelli, Niels Diffrient, Sharon Lee Ryder, Richard Saul Wurman, and M. Paul Friedberg.

The extensive exhibition and catalog will appear in several museums during 1977-1978, beginning at Cranbrook Academy of Art/Museum and will be featured at the 1977 Michigan Design Assembly. Award certificates will be issued to the client and designer of each project selected.

All projects must have been produced between January 1, 1967 and January 1, 1977 and the entry fee is \$10 per entry. Entry information is available from 'Design in Michigan Exhibition', Cranbrook Academy of Art/Museum, 500 Lone Pine Road, Bloomfield Hills, Michigan 48013.

This exhibition is part of the Design Michigan program, funded by the National Endowment for the Arts and the Michigan Council for the Arts. Design Michigan is a series of events and informational materials directed to people in government, business, labor and private life. The program encourages the use of design professionals by these groups and is concerned with the quality of the visual communications, industrial design, interior design, architecture, landscape architecture and planning within the state. This is a continuing program of the Environmental Arts Panel for the Michigan Council for the Arts.

R/UDAT Friday December 10

A day long R/UDAT (Regional/Urban Design Assistance Team) Planning Session involving the MSA Board of Directors members representing AIA Chapters, in the State, The Michigan Council for the Arts, The Michigan Council for the Humanities, The University of Michigan, The Planning Department of Detroit, Ron Straka, Chairman of the National AIA Urban Design Committee and Jules Gregory also of that committee.

The State R/UDAT Program will involve a coordinator in a directors position, the local and national AIA advisory panels, and local and state agencies.

R/UDAT is a means by which we can identify areas of improvement, areas of change in legislation and planning communities.

A one year time frame for the program is projected in order to focus on the entire program.

Local participation is of paramount importance in order to obtain maximum results. However, the R/UDAT Team does not normally have any members on the team who are from the area or state in which the R/UDAT is being held - each member of the team may not accept a job that is a result of the RUDAT. This enables the local people to gain work that is a result of the R/UDAT.

FIRM CHANGES

The architectural and engineering firm of Louis G. Redstone Associates, Inc. has moved to new quarters at 28425 West Eight Mile Rd., Livonia, MI 48152 - telephone (313) 476-6620.

Gretchen Minnhaar, AIA of the Grand Valley Chapter has moved her office to 150 Ann Street, N.W., Grand Rapids, MI 49505 - telephone: (616) 364-9326

Evie Asken, AIA has moved her office to 1615 West Centre Street, Portage, MI. 49081 - telephone: (616) 323-2827

Joseph Wolf & Joel Nudell, AIA announce the opening of their firm at 18800 West Ten Mile Rd., Suite 200, Southfield, MI 48075 - telephone: (313) 559-9575.

Van Wienen Postema Architects has changed its name to Van Wienen Postema Papke Architects at 425 Cherry S. E. Grand Rapids, MI 49503

OBITUARY

George F. Diehl, AIA died on December 11. A native of Detroit and a member of the Detroit Chapter AIA since 1941, he had been a practicing architect for more than 50 years. Founder and President of Diehl and Diehl, he was well known for his churches and religious buildings. Some of the firm's projects were: Gesu, St. Brigid and St. Scholastica and the completion of Blessed Sacrament Cathedral, all in Detroit; Holy Name in Birmingham, St. Clare of Montefalco, Grosse Pointe; St. Columba Cathedral, Youngstown Ohio, St. John's Seminary, Plymouth, and Colombiere College, Clarkston.

Survivors include his wife Mabel, two daughters and two sons, Robert J, and an attorney and Gerald G. FAIA.

GRAPEVINE

Architecture and Art In Isreal was Presented by Louis Redstone, FAIA to the American Society for Technlon, Detroit Chapter... Stephen W. Schar and George Sass have been promoted in the firm of Johnson, Johnson & Roy... to Associates ... Robert Matfox formerly of the Huron Valley Chapter has transferred to the Iowa Chapter.

February 15

WAL - Center for Creative Studie

February 25-26

Professional Development Program sponsored by the Detroit Chapter, AIA & University of Detroit School of Architecture
Subject: Computer as a Design Tool. The two-day seminar will be held at Univ. of Detroit and the fee is \$55.00 for AIA members and \$60.00 for non-AIA members. Watch for mailer & additional information in the Feb. Newsletter. For further information contact Div. of Continuing Education, Univ. of Detroit - phone (313) 927-1025

CALENDAR

January 12 WAL Art Institute

January 13 Detroit Chapter, AIA
RAP Session at SH & G
5:30 P.M. - Discussion
concerning Ethics,
Membership and whatever.

January 15 Masonry Institute Honors Awards
Banquet, Hyatt Regency Hotel,
Dearborn.

January 19 Detroit Chapter Committee Chairman
and Board of Directors - 4:30 P.M.
at PHI Headquarters.

January 24-26 Grassroots East - The Institute
Washington D. C.

February 1 Seminar-Cash Flow and Control
Robert L. Teets, Chicago ILL.
For more information write-
Midwest Electric News, 20 N.
Wacker, Chicago, ILL. 60606

February 2-6 The Thirtieth annual meeting
of the Society of Architectural
Historians, held at Biltmore
Los Angeles.

March 3 & 4

Michigan Department of Public Health (MDPH) Conference, Park Place Motor Hotel, Traverse City. Watch for mailing

June 5-9

AIA National Convention
San Diego, California

August 4-6

MSA Annual Mid-Summer Conference

September 28-
October 1

AIA National Board of Directors
Mackinac Island

October 19-21

MSA Annual Convention

Published by: Monthly Bulletin, Michigan Society of Architects, 28 West Adams, Detroit, Michigan 48226; Telephone (313) 965-4100; Editor: Ann Stacy, Copy Editor; Cathy Kanski, President: Gene DiLaura, AIA.