

# MONTHLY BULLETIN

Official Publication of the Michigan Society of Architects

June, 1981  
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## PRESIDENT'S REPORT

The students asked . . . "Why is it those who study the other professions know what to expect when they enter practice, whereas, we in architecture find ourselves asking "What can we expect between Graduation and the P/A Award?"

We've blown it, gang.

Those who represent the posterity of the profession — our future — the young people of today — are asking the same questions as we at the same age. For some reason, no one has answered them. We continue to allow each generation to struggle with the same uncertainties. Now we have identified another area of progress.

What and how much guidance should a professional organization give to the students? At what point do we, the professional, begin to interfere with the educational system? These questions need answering.

We know other professional organizations monitor scholastic experience and often provide input directly to the schools. Students are taught particular business aspects of their professions early in the curriculum so that upon graduation and entering their field, they are familiar with the practicalities, as well as, the technicalities. Professionalism is "force fed" and expected to become a part of the individual's presentation and personality. A strong mentorship is developed between the practitioner and the trainee.

Architecture, as a professional curriculum, continues to be an extended period of . . . . Our students, today, reach unbelievable heights of

intellectual planning. Their minds are stimulated and thinking challenged. Take a walk through the schools of architecture in our State and study the problems being solved and the presentations being made. It is an atrocity to have these young people with master degrees begin permanent employment as the office runner, beginning draftsman, or printer. It is a waste of valuable talent . . . a waste of creative thinking.

However — we who practice always answer, "But newly graduated students are not productive in an office situation." As a result, we do not allow them professional standing and we start them at mediocre levels of work and at salaries far below average . . . and we do it all in the name of "internship or trainee." The entire approach becomes schizophrenic.

As history continues, an architect reaches an "accepted" professional level when one starts a single proprietorship and willingly accepts starvation in exchange for long sought dignity. Unfortunately, many never even try but continue in low paying, unsatisfactory positions.

Ironically — when the good fortune arrives, we see the cycle repeated. We join the past and will work "cheap," hire "cheap" and perpetuate the strata system, then sit back and talk to ourselves of change.

Fortunately, those who are receiving architectural degrees today will be working in new tangents of the profession. Today's economics will force the change. The future architects are going to be involved in programs of planning beyond our "solar dream house" designs of today. The anticipation

of a change in direction is exciting.

We, the MSA, the organization speaking for the profession, have a duty to provide the mentorship, encouragement, guidance and the stature for our posterity. We must lift our profession to a higher plane. The students and the educators of today have requested that of our organization. It is time for us to react.

To initiate some thinking and to hopefully spur our organization into a new direction. We will appoint a task force to study new directions and to, hopefully, establish a plan that can be presented at our Long Range Planning Seminar in July. The task force will be representatives of educators, students, associates and members. Your input and comments are certainly welcome. Let us know your thinking . . .

Evie Asken, AIA,  
President, MSA

## FABULOUS FORTIES COME TO LIFE

**Bring your dancin' shoes and your brush cut and we'll bring on the stompin' — not at the Savoy but at the Grand Hotel.**

The final night of excitement at the Annual Mid-Summer Conference will be a gala, glamorous dinner dance. With elegant ladies and dashing gentlemen and music of the Forties. (You do remember your mother talking about Harry James and Benny Goodman and the Dorsey Brothers, don't you?)

The strapless evening gowns of Brenda Frazer and the white tie and top hat of you know who will be right in style on Saturday, August 8th at the magnificent, one and only

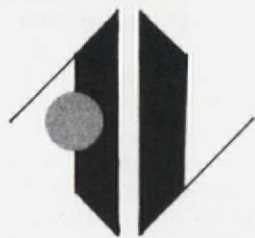
## GRAND HOTEL.

This dinner dance will celebrate the 40th anniversary of the annual summer trek to the Island of the Michigan Society of Architects. (Chronological order was adjusted due to the war years.)

Bring a costume to wear for the event — we will provide suitable prizes — practice your dance steps — we will have more prizes for the contests, music of the big bands and lots of 'remember when' will be the order of the day.

Big Apple it to the Island so you can Delphoy down to dinner and Fox Trot the Fabulous Forties through the evening. Those without costumes will be judges — those with costumes will receive one free drink from the committee.

## ARCHIVENTION '81 IS COMING!



### Have you ever wanted to

—take a quickie course in Do-It-Yourself Architectural Photography?

—get the inside info on Michigan's HOTTEST A/E Markets now and in the future? And speak **directly** to the decision-maker-owner-client?

—learn more about and expand — your creative potential from/with a "student of the mind"?

—watch a brick Sculptress at work? And then carve your very own brick mural?



—hear from Max DePree, CEO of Herman-Miller, about that company's innovative and creative management techniques?

—learn more about creative design for the elderly through visual simulation from U of Michigan's Leon Pastalan?

—get a sneak preview of the Direction '80's Task Force recommendations?

—turn on to the value and contributions of architectural research?

—march to the tune of some of Kazoo's finest on the way to a Beaux Arts Bash?

—experience reentry to the real world on Friday afternoon with a real live leader direct from DC?

And this is just the beginning of three exciting days in October (October 14-16).

Be Creative! Come to Archi-convention '81.

## MSA BOARD NOTES

The MSA Board met with Don Gordon, our lobbyist, from the firm of Karoub Associates at their May meeting.

On the agenda for discussion with Genda were the Registration act for Architects, Engineers and Land Surveyors, the implementation and enforcement of the new law covering lobbyists and definition of the word architect.

Other regular items included a report by Regional Director Jickling on the nominees for national officers at the AIA Convention in Minneapolis; revision to National Bylaws and voting procedures during the convention.

President Evie Asken has been asked to stand for the 1982 presidency of the Michigan Council of Professional Scientific / Technical Associa-

tions. This group is now incorporated with Duncan Black as one of the originators and currently serving as treasurer of the organization.

The White Paper sponsored by this group and promulgated during the Annual Government Day has received wide coverage in the news media. Credit for this goes to President Asken for her articulate response to interviews.

Vice President Mike Callahan is organizing a Long Range Planning Session for the MSA to be held at Walden Woods on July 16. This session will set goals for the Society and attempt to chart a course of accomplishments for the years to come.

## MCPSTA OFFICERS

The Michigan Council of Professional, Scientific and Technical Associations made up of SME, ESD, MSPE, MSA, CEC, ESD, IEEE, ASME, MALA, MSCP, ASSE announce their new officers effective June 1981.

President: Bernard Sallot, 1981-82, President-elect: Evie Asken, 1981-82 (President 1982-83); Vice President (Professional): Duncan Black, 1981-82 and 1982-83; Vice President (Technical): Richard Travis, 1981-82 and 1982-83; Vice President (Scientific): Roger Naeyaert, 1981-82 and 1982-83; Vice President (At Large): L. W. Von Tersch, 1981-82 and 1982-83; Secretary/Treasurer: Harry Ball, 1981-82 and 1982-83; Co/Treasurer: Steve Wagner, 1981-82 and 1982-83; and Secretary: Robert Drawbert: 1981-82.

## SUNDAY STROLLS

The Detroit Historical Society presents their 1981 Sunday Strolls Series which will offer

Sunday afternoon strolls through historic districts, neighborhoods and buildings within greater Detroit. These walks, under the guidance of a specialist, are designed to give the historic background and a new perspective to familiar parts of Detroit. Tours are limited, a registration fee of \$3.50 for non-members and \$2.50 for members of DHS. For further information call (313) 833-7934.

\* \* \*

June 28 . . . . . Downtown East  
July 12 . . . . . Mt. Elliott Cemetery  
August 9 . . . . . Masonic Temple  
August 23 . . . . . Corkstown  
Sept. 13 . . . . . Old Grosse Pointe  
Sept. 20 . . . . . Hamtramck  
Sept. 27 . . . . . Indian Village,  
West Village, Gold Coast  
Apartments  
Oct. 11 . . . . . Woodward Cemetery  
Oct. 25 . . . . . Downtown West

## MARKETING SERVICES

AIA offers a professional reference program "Successful Marketing of Architectural Services" conducted by correspondence. The course guides you step-by-step through two distinct but closely related processes; first, the finding, qualifying and selling of new clients, and second, the precise planning, forecasting, estimating and management of your firm's marketing activities.

When the program is completed you receive three things: (1) a certificate of completion, (2) five Continuing Education Units (CEU's) and (3) the skills you need to vastly improve your marketing success ratio.

For information and fees, contact Cameron Tucker, AIA, Director of Professional Devel-

opment Programs, AIA, 1735 New York Avenue, NW, Washington, D.C. 20006.

## MSA WELCOMES NEW MEMBERS

### Detroit Chapter:

Michael Brennan, AIA, William Cristo, AIA, Richard Kerzic, AIA, Ronald Koshewitz, AIA, Thomas Kurmas, AIA, Patrick McPhail, AIA, Rodney Nofs, AIA; associate members are: Jeffrey Graham, Keith Hudson, Janice Thomson.

### Flint Chapter:

Robert Taylor, AIA.

### Grand Valley:

Robert Czerew, AIA, William Halstead, AIA; associate member: Kurt Van Deursen.

### Huron Valley:

Robert Noe, AIA.

### Northern Michigan associates:

Paul Bakalis, David Spala, James Zackow.

## OBITUARY

Edward X. Tuttle, 76, a Battle Creek native, died April 2 at his home in Bronxville, New York. Tuttle was raised in Battle Creek but left in the 1940s to join a firm in Detroit, and during World War II was chief architect for the U.S. Naval Base at Norfolk, VA.

In 1943, he was sent to South America by the government and in the 1950s was on loan to the U.S. State Department working on postwar building methods.

While associated with the Turner Construction Co. of New York, he was involved in the construction of the United Nations headquarters, and later was vice president of Charles Luckman Associates.

He is survived by his son, wife, the former Frances Red-



Having trouble finding that certain textbook? Or need a document in a hurry?  
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553 E. Jefferson, Detroit, MI 48226, (313) 965-4100

## **ARCHITECTS BOOKSTORE**





den, a son, Edward X. Tuttle, Jr. of Southfield; daughters: Martha Ickler of Rydal, PA, and Patricia Gazouleas of Bronxville. Memorial donations may be made to the Lawrence Hospital Development Fund, Bronxville, New York.

## DAGL

The Detroit Architectural Golf League is off putting and the schedule is as follows: June 16—Great Oaks, Rochester; July 14—Washtenaw, Ypsilanti; August 24—Burning Tree, Mt. Clemens; September 15, Dearborn; October 6 — Bay Pointe, Walled Lake; November 6—Awards Dinner Dance. For information contact membership chairman John Lesniak, (313) 399-3888.

## SOFTBALL — FAST PITCH

The Detroit Architectural Fast Pitch Softball League is back in action for the 1981 season. The four teams are SH&G Associates, Albert Kahn Associates, Giffels Associates and Plant Engineering & Construction General Motors. The teams play each Thursday at Palmer Park and spectators are invited.

Coach Eric Hiedemann of SH&G Associates invites A/E offices to form their own league and join the ongoing league for 1982. Contact Eric at SH&G.

## GRAPEVINE

Tivadar Balogh has received a Citation of Merit in the remodeling/recycling category of the 10th annual Plywood Design Awards program sponsored by the American Ply-

wood Association and **Professional Builder** magazine . . . MSU School of Urban Planning and Landscape Architecture has survived budget cuts, a special thanks to **John Malak** and MSA members who wrote in support of the school . . . **Jennifer Callahan** (Mike and Grace's daughter) of Traverse City will be the **Cherry Princess** and will ride in an architectural designed float with the title of **Row, Row, Row Your Boat** . . . The Downtown Branch of the **Detroit Public Library** has been awarded the **1981 Tucker Award** for architectural excellence by the **Building Stone Institute**. The building, built in 1931-32, was entered in a national category of "stone buildings more than 25 years ago still serving their original purpose." Architects for the building are **SH&G** . . . Grand Rapids City Planner **James Knack** and **Robert Wold** discussed downtown development at a meeting of the National Association of Accountants . . . **R. Thomas Yaste** has been appointed director of marketing for **Straub, Van Dine Associates** . . . **Kenneth Rohlfing** has been named an associate of **Gunnar Birkerts and Associates** . . . Northern Michigan Chapter member, **George Moutsatson** will present a proposal to implement an Orchids and Onions type of architectural awareness program . . . **Pamela J. Woods** has joined **Tomblinson, Harburn, Yurk & Associates** (THY) as the Admin-

istrative Assistant to the President, **James Tomblinson**, and **Melinda McNichols Smith** is head of the new Interior Design Dept. at THY . . . **Detroit Chapter** speakers for Career Days have been **Trudy Johnson**, Academy of Sacred Heart, Bloomfield Hills; **Steven Page**, Centennial Middle School, Detroit, and **Donald Schaening**, Divine Child High School, Dearborn, and Chadsey High School, Detroit . . . **Ray Taylor** of the Northern Michigan Chapter coordinated the May 7th Career Day sponsored by the Traverse City Area Chamber of Commerce . . . Eagle Scouts were hosted at **Giffels Associates** with **Don Schaening** and **Steve Page** acting as architect advisors . . . **Neyer, Tiseo & Hindo** announce the appointment of **Leonard Bell, PE**, as Director of Marketing . . . **Grahecek, Bell, Kline & Brown** (GBKB) of Traverse City and Marquette, announce the addition of **Sharon K. Oding**, Interior Design Department, and **Paul G. Bakalis**, Architect to the firm . . . At their annual meeting **Albert Kahn Associates** reelected **Charles J. Allen**, **John C. Haro** and **Jay Pettitt** to three-year terms on the firm's Board of Directors. Incumbent members of the Board are: **Daniel Shahan**, president and treasurer, **Robert Eck**, **Dino Gavras**, **Thomas Halliday** and **Edgar Parks** . . . **Charles Terrence McCafferty and Associates** received recognition as a finalist in a national architec-

tural and urban design competition, sponsored by Portland, MD, for the design of a new urban center in the city's "Golden Triangle" . . . **Garfield F. Kindred Associates** announces the addition of **John Holland** to its staff . . . **Minneapolis Convention Delegates:** MSA President: **Evie Asken**; Detroit Chapter: **Sam Popkin**, **John Jickling**, **Tom Wickle**, **Charles Merz** and **Jay Pettitt**; Huron Valley Chapter: **David Osler**, **David Milling**, **Robert Metcalf** and **Ted Larson**; Mid-Michigan Chapter: **Tom Kane**, **Elmer Manson**, **Rick Anselmo** and **Paul Barbour**; Northern Michigan: **Robert Bell**; Saginaw Valley: **Jack Hallett**; Western Michigan: **Mike Marshburn**, **Jim Bentley**, **Norman Hamann**, **Robert Koppes**, **Jim Drebelbis** and **Stan Bell**; Upper Peninsula: **Paul Belgin** and **Fritz Dreger**; Flint Chapter: **Pete Danner**, **Dale Grainger**, **Art Nelson** and **Dennis Haugen**; Grand Valley: **Paul Bowers** . . . Over 1,420 entries in the National Vietnam Competition won **Osler/Milling** of Ann Arbor one of the 18 finalist cash prizes. There was a one-day showing in Washington, D.C. for all the entries in the largest Air Force hangar they could locate. **Dave Osler** was there to accept the honors.

## FIRM RELOCATES

Kingscott Associates, Inc. has moved. The new address is: 5360 Holiday Terrace, P.O. Box 671, Kalamazoo, MI 49005.





## Masonry Institute of Michigan, Inc.

A NON-PROFIT CORPORATION

24155 DRAKE ROAD S-202/FARMINGTON, MICHIGAN 48024 (313) 478-6455

### Become an expert on passive solar design

In keeping with the 1981 AIA theme which stresses energy-conscious design, the Masonry Institute would like to help you become an expert on passive solar masonry.

We've prepared a package of the latest available information from the Brick Institute of America, the National Concrete Masonry Association, and the Portland Cement Association. Technical notes...case studies...and data on two empirical methods used to size collectors with thermal storage capacity for passive solar installations.

All this is yours at a special price: \$5.

We're making this offer because we know that passive solar works -- even here in Michigan where skeptics claim we don't get enough sun. Take a look at the Detroit Edison passive solar home (at Long Lake and Coolidge in Troy) where savings of 50% on heating costs are anticipated. On the commercial side, your package includes a case study of a savings and loan association branch office in western Pennsylvania where the degree days are about the same as in Michigan. Here too, the architects anticipate that masonry passive solar design will handle half of the building's heating load. And the cost increase vs. conventional construction was less than 5%.

Passive solar technology is here right now. And though in its infancy, it's expected to grow up fast given the inexorable rise in energy costs. Because of its thermal storage properties, masonry is an ideal passive solar material.

So send us a check for \$5...and we'll bring you right up to date on this exciting new technology.

### Enter seventh annual masonry design program

Later this month, you'll receive an entry form for the seventh annual awards program for excellence in masonry design. This program is sponsored by the Masonry Institute in cooperation with MSA. We encourage you to enter your finest masonry projects. And we congratulate the five winners of our 1980 awards who were honored at a banquet back in January.

Sincerely,

MASONRY INSTITUTE OF MICHIGAN

John A. Heslip  
Executive Director

&  
Honorary Associate  
Detroit Chapter, AIA



## MICHIGAN SOCIETY OF ARCHITECTS

553 E. JEFFERSON  
DETROIT, MICHIGAN 48226

David Riebschleger has opened an architectural office at 5184 W. Houghton Lake, Houghton Lake, MI.

### HELP WANTED

Bob Levinson, Florida Central Chapter, AIA, needs three architectural employees as soon as possible. One draftsman with some experience in commercial and housing; one graduate architect job capatin with commercial or housing experience and one combination of the previous two. Call Bob Levinson or Steve Fowler at (813) 446-1041. Immediate openings for permanent employment.

## 1981 CALENDAR

### JUNE

- 1 SMPS Program, The "Six Hot" Markets of the '80's in Michigan. For details contact Jennifer Murray, TMP, (313) 338-4561.
- 5 Detroit Chapter New Registrant Reception Cranbrook Academy
- 6 U-M Refresher Course
- 10 Grand Valley Chapter Annual Architect/Engineer Softball Game. Contact: Bob Reid (616) 942-0440.
- 15 Detroit Chapter Honor Award Entries Due
- 17 "What's Not Covered and Why" with Harry Lang of Professional Underwriters, Huron Valley Chapter Meeting

- 21-24 CSI National Convention, St. Louis, Missouri
- 26 MSA Board of Directors Meeting, Waterfront Inn, Traverse City and Joint Evening Meeting with the Northern Michigan Chapter

### AUGUST

- 6-8 MSA Mid-Summer Conference/Grand Hotel, Mackinac Island

### OCTOBER

- 14-16 MSA Annual Convention/Kalamazoo Convention Center

## MSA BULLETIN

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