

1981

Michigan Society
of Architects
ARCHIVENTION

Kalamazoo,
Michigan
October 14, 15 & 16

The ARCHIVENTION Steering
Committee is pleased and proud
to present for your edification,
gratification and utter delight,
three days of creative
opportunities.



Creative Problem Solving



by BARRIE RICHARDSON, Professor and Chairman, Department of Economics and Business, Hope College, Holland, Michigan. Barrie has won many awards including William McKinley (Ohio Colleges) Visiting Scholar, Danforth Associate Regional Chairperson, has been an A. W. Mellon Exchange Lecturer in Great Britain and President, West Virginia Association of Academic Deans. He describes himself first and foremost as a "student of the mind." His style is definitely creative, entertaining, educational and practical. Join Barrie for a stunning three hours of creative problem solving and mind expanding . . . he insists that

creativity CAN be reviewed, maintained — even increased! Learn how to remove obstacles and turn on your imagination from the economics professor with the magic tricks. Writings include several books and articles on these themes. He has received numerous grants and his interests diversify from economics, magic and mentalism to cross country skiing.

The Architect as Leader



For MAX DePREE, Chairman and Chief Executive Officer of Herman Miller, Inc., one of the highlights of his career came last spring when this prestigious, highly successful international corporation was presented the 1981 AIA Medal at the National AIA Convention in Minneapolis. DePree feels his company's excellent reputation as an innovative leader in designing systems for office, health care, laboratory and industrial environments is the result of many major contributions by "you wonderful architect types." These contributions, both to Miller's product design and to creativity in the design and development of Herman Miller manufacturing and showroom facilities, have been the catalyst for Miller's leadership, adds DePree. For those

"in the know," however, architectural contributions to Herman Miller's success have been surpassed by creative leaders such as DePree willing to test, to try, to dare to be creative managers in the work place. This is obviously Max DePree's forte. He is an authority on leadership. In addition to his vast responsibilities at Herman Miller's headquarters in Zeeland and other plants in Michigan, California, Georgia, England and Canada, he is currently Chairman of the Board of Trustees of Fuller Theological Seminary in Pasadena, California; a member of the Board of Growth Industry Shares in Chicago, Illinois; and an adjunct faculty member of Aquinas College in Grand Rapids.

Professional Exam Refresher

The MSA Convention will offer an intensive half-day program on Wednesday, October 14th for those taking the State Architectural Professional Exam in December, 1981. This program will be given by Architectural License Seminars, the national organization which has provided study aids for the architectural license examinations since 1968. Lester Wertheimer, AIA, will be the session leader. Wertheimer is a Director of ALS and President of the Greater Los Angeles AIA Chapter.

The October program will be aimed at the December Professional Exam in Michigan. During the past 13 years, thousands of candidates have successfully used study material provided by ALS. The ALS group is recognized nationally as the leader in the field of exam preparation.

The fee for this session will be \$25.00/person. Alternate housing in Kalamazoo will be listed in the convention program to keep the cost down to participants.

How Should the Architect Influence the Future?

PATRICK HORSBRUGH, Professor of Architecture at the University of Notre Dame, describes himself as a promoter of and spokesman for — ENVIRONICS

Actually, we really suspect he invented the subject, even coined the word, years ago back in his native Great Britain. And now many years later, this ingenious and clever component to a major university brings Environics and a lot of other things to the 1981 MSA

ARCHIVENTION:

Environics — the subject of Environmental Quality and Condition . . . From Outer Space to Inner Earth.

Environmental Quality — and maintaining it — is a duty and should be the cherished responsibility of all architects, Patrick says. And he dares you — and will possibly even provoke you — with his creative and futuristic challenges . . . to **really** be an architect.

Aspects of Creativity, Design and Technology

WALTER A. NETSCH offers us his very introspective, modern and respected viewpoints on the creative aspects of design and technology. This internationally known architect and theorist is a retired, yet still extremely active partner in the prestigious Chicago-based firm of Skidmore, Owings and Merrill (SOM). Netsch comes to ARCHIVENTION with a very impressive list of credits . . .



- he is an AIA Fellow and a recipient of the AIA Certificate of Honor
- he is registered in twenty-six states and the District of Columbia
- he is probably most famous for such architectural delights as the Air Force Academy Chapel, Colorado Springs, Colorado and the University of Illinois Circle Campus

• He is the personal recipient of nine architectural and design awards within the past nine years and . . .

- his talents are quite diverse — Netsch has designed a wide array of buildings from art museums to banks to churches to libraries to complicated master plans to hospitals and clinics to restorations to a mechanical engineering institute. Current credits include such interesting and unusual commissions as campuses for the Universitys Annaba, Blida, Constantine and Tizi-Ouzou, Algeria . . . all with that never-to-forgotten Netsch flair.

The Archivention Relay

It's not too early to ready your relay team for the Big Challenge sponsored by Architectural Building Products. Each and every Chapter, firm, exhibitor, school, college or university involed in ARCHIVENTION is encouraged to pick four runners for this late Wednesday afternoon activity. Qualifications: must be adventuresome, an exhibitionist, willing to leap tall

buildings in a single bound, foolhardy and funloving. Running skill is totally unnecessary and unrelated to this event. So — ante up (a very nominal fee!), don your ARCHIVENTION RELAY T-shirts (provided free of charge to all entrants) and . . . on your mark, get, get ready . . . Go! Details will arrive with your ARCHIVENTION registration packet.

Architectural Research in Michigan: the Cutting Edge of the Future

— OR —

THE MAIZE AND BLUE FORUM

Presented to you by —

Leon A. Pastalan,

Co-Director, National Policy
Center on Housing and Living
Arrangements for Older
Americans —

and

Professor of Architecture,
College of Architecture and
Urban Planning, University of
Michigan

Jonathan King,

Director, Architectural
Research Laboratory, Chairman,
Research and Service Program,
and Professor of Architecture,
College of Architecture and
Urban Planning, University of
Michigan

Harold J. Borkin,

Chairman, Doctor of
Architecture Program, and
Professor of Architecture,
College of Architecture and
Urban Planning, University of
Michigan

Colin W. Clipson,

Professor of Architecture,
College of Architecture and
Urban Planning, University of
Michigan

Willard A. Oberdick,

Emil Lorch Professor of
Architecture, College of
Architecture and Urban
Planning, University of
Michigan

Dr. Pastalan and his colleagues have planned two creative hours of displays, demonstrations and brief lecture presentations of research activities ranging from energy to computer age and design; from hospitals to housing for the elderly.

All five of these distinguished gentlemen are associated with — and very dedicated to — University of Michigan's Architectural Research Laboratory. The first research unit of its kind to be established by a United States school of architecture, its principal goal is the development of new knowledge, particularly in the areas of

- building technology and energy
- human behavior and environments
- computer-aided design and analysis
- special facilities

During the past ten years, the ARL (as the lab is referred to), has completed over \$1.5 million in contract research. We have definitely found the architectural research experts!

And the Wal Activities Continue . . .

DEANNA HOUSE, Free Lance Home Economist and member of the International Microwave Power Institute, is dedicated to taking the mystique out of microwave cooking. Her soon to be published cookbook, "House Specialties," contains both conventional and microwave recipes and clearly establishes Deanna as a microwave cooking expert. Her presentation at the ARCHIVENTION, "Holiday Food Gift Ideas" promises to be entertaining, creative, informative and — yes, delicious!

The day continues with a "Think Fall" Fashion Show and luncheon at Jacobson's new Garden Place Restaurant. Join us for an afternoon of delicious food, a pleasant atmosphere and lovely fashion ideas just for ARCHIVENTION goers.

A Creative Report: Direction '80s Grassroots Charette

DIRECTION '80s Task Force "The American Institute of Architects Embarks on Re-evaluation of Its Purpose."

Is the AIA prepared for the 1980s and 1990s? Does the AIA and its components adequately represent the architectural profession? What should the AIA be doing for its members and the public?

With the passage of Resolution A-1 at the 1980 Conference in Cincinnati which called for a broadly based, national dialogue to discuss and redefine the "proper role, purpose and character of the AIA during the 1980s," the Institute and its components began a two year effort to encourage members and components to express concerns, expose issues, consider changes and to propose recommendations regarding the overall goals, purpose and priorities for the organization at all levels. At the Grassroots session in Washington, D.C. in late January 1981, component leaders discussed and shared views for the AIA's future. The Institute has taken the position that it is essential for the flow of information throughout the study to emanate from the "Grassroots" level upward to the national level where it is being reviewed by a special Task Force, the AIA Board Directors and finally to the membership for action at the 1982 National Convention.

The Study originally called for component leaders to discuss the issues within their components after the Grassroots 1981 session and to forward initial comments to the Institute. An interim report and further discussion was scheduled for the 1981 National Convention; individuals and components will also be asked to forward comments this fall. These will be summarized and presented to component leaders at Grassroots 1982 and subsequently to members at the 1982 National Convention for final action.

Now is the time for members and components to begin to consider how the AIA can best prepare for the 1980s and beyond. And MSA members have the advantage: immediately prior to the First Draft recommendations to the Board, Ray K. Parker, AIA Chairman of the Direction '80s Task Force, will personally address the ARCHIVENTION.

Ray is a principal of the Cromwell Group of Little Rock, Arkansas, and a Vice President of the AIA Board of Directors. As a member of the Board he has served on and chaired several committees and task forces.

Energy in Architecture:

THE AIA'S ENERGY PROFESSIONAL DEVELOPMENT PROGRAM

LEVEL 3a . . .

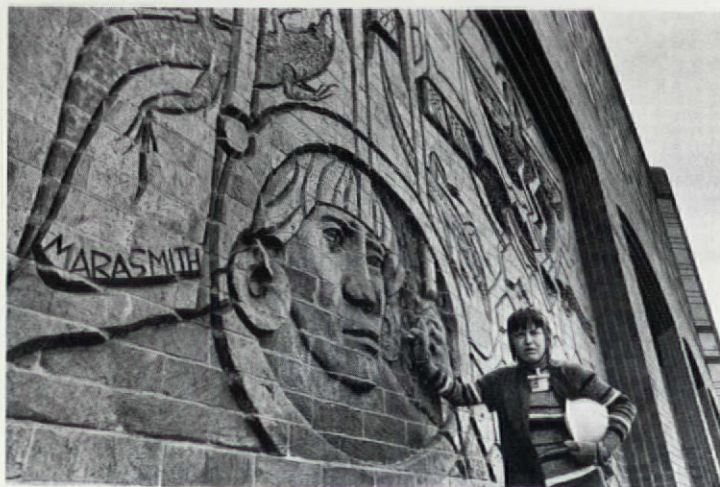
Energy in Design: Process

AIA has asked the ARCHIVENTION to host this 2 day (14 hour) Part One of Level 3 Workshop, which has been formulated to guide participants in the actual application of design techniques. Beginning on Wednesday, October 14 and continuing through Thursday, October 15 at 5:00 p.m., local climactic environmental and economic factors along with energy

design strategies will be examined as a part of the design process. With the assistance of an energy design professional, an illustrated workbook and regional case studies, participants will use the design information acquired previously, at Level 2, to select the appropriate techniques for the architectural design process and evaluate the results.

Brick Mural Workshop

ARCHIVENTION art activities are being highlighted by a popular ceramic



and brick sculptor Mara Smith, who will conduct a two day brick mural demonstration and workshop. Brick sculpting, says Mara, is "a very old kind of sculpture done by the Mesopotamians and the Egyptians, and about the same time by the Mayans in this hemisphere." A graduate of Texas Women's University with a Master's degree in fine arts,

Mara's artful contributions to architecture may be of ancient origin, but she has certainly given them a creative and modern perspective. Both the Anatole Hotel in Dallas (pictured with Mara) and the Hamilton in Itasca, Illinois boast award-winning Mara Smith sculpted brick walls. As for her contributions to ARCHIVENTION, Mara will begin bright and early on Thursday and continue all that day carving a four by six foot mural the design of which, says Mara, is very much in the planning stages. "It will be simple," she adds, "but very suitable." The mural, which Mara is generously donating to the Michigan Society of Architects, is destined to add a great deal of excitement to the ARCHIVENTION . . .

Mara continues on Friday morning with a day-long brick mural workshop for thirty participants (this one will **very** popular; be sure to sign up early!). After opening with a slide presentation and demonstration of carving tools, each registrant will carve his own two by two foot mural — certainly a unique piece of art, one to be proud of — and a "hands on" opportunity under the guidance of a very popular, creative and enthusiastic artist.

Just for Early Birds

KAZOO BLEW and THE "DOW DO" Thursday morning . . .

You'd never know it to tour our fair city now, but we had one helluva wind just about a year and a half ago and the Kalamazoo Gazette was there to record this disaster. Carl Gilbert of the Gazette staff proudly delivers a never-to-be-forgotten slide presentation and dramatic description of the devastation and the Gazette's struggles to publish their first Extra edition since WW II. This program, is by the way, being scheduled by popular demand because of the many, many expressions of interest we have had concerning the tornado. A Thursday morning breakfast ticket will guarantee you a windy thirty minutes.

Friday morning . . .

If you are a member of the elite Dow Alumni Corps, you won't want to miss this historic occasion and opportunity for reminiscing at — **The 1st Annual Alden B. Dow Lecture**

Preceded by breakfast will be lecturer Sydney K. Robinson, AIA, Arch.D., self-proclaimed Dow authority. The ARCHIVENTION is pleased and proud to host (and Bob Bell is working hard to plan) what is hoped to be just the first of many successful gatherings of present and past employees of Alden B. Dow Associates.

Creative Design by Architects and Engineers

2 AWARD-WINNERS

SMITH, HINCHMAN & GRYLLS ASSOCIATES, INC., will present an up close, in-depth look at

THE JOE LOUIS ARENA — from its very beginnings to the present, through months and months of controversy . . .

to its recent designation by the National Society of Professional Engineers as one of ten outstanding engineering achievements in this country, recognizing that the Joe Louis Arena is already a Detroit monument.

ARCHIVENTION goers should be especially interested in the engineering features of this structure with its 440' long trusses and 650 tons of steel, the largest ever designed in Michigan. The design architects and engineers side of this interesting story will illustrate and emphasize the continuing need for leadership by the design profession.

ATLANTA AIRPORT — another Smith, Hinchman & Grylls award-winner joint ventured with Stevens & Wilkinson and Minority Airport Architects & Planners (MAAP).

This facility involved construction in the center of the world's busiest airport with no interruption of 1,300 daily flights. The new complex consists of two main terminals, one international and four domestic concourses, and an underground 6,000' "people mover" spine consisting of an automated rapid transit system, a series of moving sidewalks, a pedestrian walkway, and compartment for utility lines and automated baggage handling.

Student Activities

Architectural students (our legacy!) have three enticements to attend ARCHIVENTION.

1. Stanley Tigerman and other stars
2. A design charrette
3. Display and information exhibits

The purpose of the charrette is two-fold: first, to serve as an educational experience and secondly, to document the process and results for use by any and all interested parties. The City of Kalamazoo, which has agreed to co-sponsor the charrette, is discussing the possibility of combining the charrette with a conference on Downtown Revitalization. The charrette subject will concentrate on the development potential of a specific central business district site in Kalamazoo, based on a synopsis of recently prepared economic feasibility studies. Students and academicians

will be divided into competing design groups, each one led by a prominent design oriented architect. Although the entire list of team leaders is incomplete at this time, Stanley Tigerman has agreed to head one design group.

The student display and information exhibits in the Kalamazoo Center should also be of interest to all ARCHIVENTION attendees, the general public and especially to high school students with architectural and/or engineering aspirations who will be invited from surrounding areas. Besides general program information and literature from each participating college or university, a school representative and faculty member will be on hand to answer questions.

Michigan's Hot Markets

ARCHVENTION will bring together a combination of representatives of our state's hottest, most stable, newest, large and small markets. Michigan is **not** running out of water or people, the work is definitely out there and intends to stay. A face-to-face visit with the potential clients should give some insight as to their future expansion plans, the state of the Michigan

economy from where they sit, what they look for in an architectural/engineering firm, and what services they need and expect. Sponsored by the Detroit Chapter of the Society for Marketing Professional Services (which is adding a valuable, new dimension to the profession), this open forum-type presentation is guaranteed to give visibility and knowledge to the marketeer.

Evening Festivities

GROUNDBREAKER

The 6 p.m. Groundbreaker and Grand Opening of the Exhibit Floor (it's jam-packed this year!) on Wednesday, October 14 will set the mood and excitement for two more ARCHVENTION days. International foods, roving minstrels, door prizes, a Mexican band, and games.

HOST CHAPTER PARTY

Let Southwest Michigan Entertain You! Thursday evening after meeting at the Kalamazoo Center, Host Chapter Party activities will proceed to Main Street East, one of Kalamazoo's newest and loveliest architectural focal points. After an informal tour and samples of

two of Southwest Michigan's proud products, Scheffers Cheeses and a variety of Paw Paw wines, the parade begins. Join the ranks and fall in behind one of K-zoo's more famous jazz bands for a musical stroll to Don Neal's for a Beaux Arts Ball, Southwest Michigan Style . . . cocktails, buffet and dancing to the popular Neal Collection.

MSA HONOR AWARDS BANQUET

Friday evening's Annual Honor Awards Banquet, with MSA President Evie Asken presiding, will feature AIA President Bob Lawrence. Following the ceremony there will be dancing to Bobby Davidson's Orchestra.

Kalamazoo—Direct to You



Sponsored by the WAL, this fascinating tour on Friday afternoon is certain to be another ARCHVENTION highlight. And what better tour guide than the very first Honorary Member of the Western Michigan Chapter, the man who wrote "Kalamazoo: Nineteenth Century Homes In A Midwestern Village, 1976": Dr. Peter J. Schmitt. That Dr. Schmitt is an authority on Kalamazoo lore, history, and — of course — architecture, is a well-known fact in this part of the state. His "Direct To You" tour of Kalamazoo contains all of this and a little bit

more. Beginning with an authentic Greek buffet luncheon, Dr. Schmitt will preview his tour with a slide presentation. Then it's off — by bus and by foot — to tour the town Pete loves to share.

Registration

Your registration forms for ARCHVENTION, complete with all program times, dates, registration fees and Kalamazoo hotel information will arrive in early to mid-September. In

the meantime, any questions? Direct them to Rae Dumke, MSA, at (313) 965-4100 or on the other side of the state, Dodie Vickers, (616) 372-1520, in Kalamazoo.

MSA-MAC DRAFTING AWARDS COMPETITION

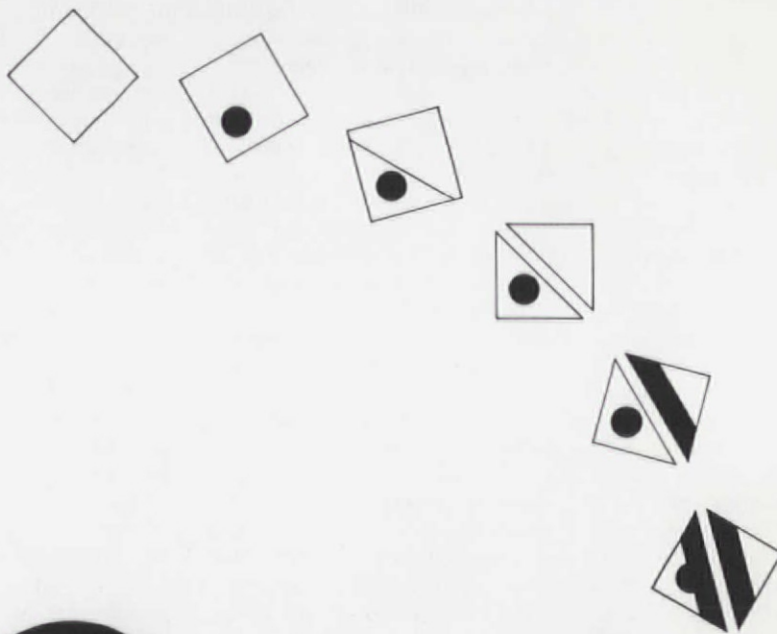
Dear Ann,

Due to conditions beyond our control, SMACNA Metropolitan Detroit Chapter regrets it is unable to co-sponsor the annual MSA - MAC Drafting Awards competition this year.

We hopefully anticipate resuming this annual co-sponsorship in 1982 at which time our industry should once again be functioning under normal conditions.

We sincerely apologize for any inconvenience we may have caused you or the MSA in rescheduling your convention agenda in October and of course, our withdrawal from co-sponsoring the Awards Program.

Yours very truly, SMACNA—
Metropolitan Detroit Chapter,
Anthony Asher.



1981 MSA ARCHIV/ENTION; OCTOBER 14, 15, & 16; KALAMAZOO, MICHIGAN.

YOUNG KIM, AIA

GRAPEVINE

Ann Stacy, Hon. AIA, received a Certificate of Appreciation from the Council of Architectural Component Executives (CACE) for serving as Chairman of the group and their representative to the National AIA Board meeting in Asilomar . . . **Tim Mrozowski**, a recent registrant, has been made an associate to the firm of **Paul D. Barbour & Associates of Lansing** . . . Remember, the **Builders Change of Detroit & Michigan** has a new P.O. Box Number 33056, Detroit, MI 48232 . . . **Fry/Peters Associates** announce the addition of **Bob Daverman** to their office. Bob was formerly with **Osler/Milling Architects** . . . **Thomas Kowalski**, AIA, of **Kenneth Neumann & Associates**, addressed the **Flint Chapter** on the subject of the new state office building in Flint . . . **CSI, Saginaw Chapter**, announces new officers — President — **David Hanoute**, Vice President — **Arden Irwin**, Secretary — **Chris Schmidt**, Treasurer — **Mel Beebe** with Directors — **Art Nelson**, **Tom Drew**, **Don Lee**, **Wil Saia** and **Les Tincknell** . . . **Daniel Shahan**, President of **Albert Kahn Associates** was co-chairman of the March of Dimes Renaissance Golden Mile . . . **Rodger Stroop**, one of the founders of **KSV Architects, Inc.**, of Holland, has retired. The firm is now owned by the two remaining partners, **Howard W. Kammeraad** and **Paul L. van de Leek** . . . **D. Michael Brady** has been named manager of strategic planning at **O. Germany, Inc.** . . . **Charles Merz**, Detroit Chapter member gave a lecture on Channel 20 for Historic Preservation Week . . . **Masonry Institute of Michigan**

have joined hands with the International Masonry Institute to publicize the new campaign "**The Sign of a Masonry Pro.**" This awareness campaign means quality masonry work on the job site . . . **Tom Martone**, Huron Valley Member participated in the Washtenaw Community College Career Day . . . **\$500,000 Finders Fee** is currently being offered for information that leads to the successful acquisition of "**Round**" circular walk thru **Vault Doors**. These doors would be located in old bank buildings constructed between 1900-1930. **3B Bank Equipment Brokerage**, a firm engaged in the acquisition and distribution of "pre-owned" bank equipment is conducting a nationwide search for same. Contact: **Bryan Nicklin**, G/M, P.O. Box 412, Blackwood, NJ 08012. Phone: (609) 228-4299 . . . 1981 Scholarships awarded by the Masonry Institute of Michigan to LIT students — the winners were: **Michael Mayotte**, East Lansing, **Donald Andreski**, Sterling Heights and **Mark Farlow**, Royal Oak . . . **Rick Moxley** has joined **Gove Associates** as staff architect — Rick is also President-Elect of the **Mid-Michigan Chapter** . . . The **Flint Chapter** welcomed newly registered architects at their June meeting: **Kenneth Gort**, **Keith Holt**, **Larry Leazenby**, **Bob Taylor** and **Phil Lewis** . . . **William R. Jarratt**, of **SH&G**, was inducted as **Chancellor of the College of Fellows**, AIA . . . **GBKB**, of Traverse City and Marquette, announce the opening of its new regional office in St. Petersburg, Florida. **Thomas R. Mathison**, AIA, is the regional office manager . . . **Jerome C. Neyer**, president of **Neyer, Tiseo & Hindo, Ltd.**, is the 1981-82 President of the

Consulting Engineers Council of Michigan . . . **Gary S. Van Neck** of **Rossetti Associates** was presented with an **Alumni Achievement Award** by LIT during its 49th Commencement Exercises this past June . . . **George Sprau**, Western Michigan Emeritus Member and past president of the Chapter was presented with a plaque in recognition of his many years of service to the Arts Council of Greater Kalamazoo. Sprau has been a director-at-large for 7 years and has just completed his second term as president of the Council . . . **Jim Bentley** of **Kingscott Associates** has been elected as a Director of the Arts Council of Greater Kalamazoo . . . Former Flint Chapter member, **Lee Jensen**, now of Milwaukee has been appointed to the AIA Codes & Standards Steering Committee . . . Two architects serve on the **Michigan Association of the Professions Board** — **Bernard Mayotte** of Lansing and **Jay Pettitt**, FAIA of Detroit . . . **Dick Baker**, AIA, has been appointed by the Western Michigan Chapter as their rep to the **Out-State Michigan AIA/AGC Committee** . . . The Design Exam workshop held at UM under the direction of **Robert Lytle** was deemed successful with enrollment of 83 and minimum PR with the assistance of **Art Nelson** and MSA IDP reps . . . The Architectural Board of Registration has new officers: **Robert C. Metcalf**, FAIA, Chairman, **Harold R. Varner**, FAIA, Vice Chairman and **Harold A. Myers**, Secretary. The Professional Engineers officers are: **Lydia Lazurenko**, Chairman, **Raymond Smit**, PE, Vice Chairman and **Andrew Brown, Jr.**, Secretary . . . **Tim Holt**, formerly of **Cornwell, Callahan &**

Holt is now located at **Wexler/Urrutia, AIA & Associates**, 69-844 Highway, 111, Suite H, Rancho Mirage, CA 92270, (714) 324-8461 . . . New **Western Michigan Architectural Registrants** were presented certificates by Board Member **Bob Wold** at the Chapter June 9th meeting. Those present were: **John Albers**, **Art Bates, Jr.**, **Chris Brooks**, **Rod Chapman** and **Jeff Eckert** . . . Those attending the MSA Long Range Planning Retreat held at Waldenwoods on July 16th included: **Evie Asken**, MSA President, **Mike Callahan**, MSA Vice President and Chairman of the Retreat, **Roger Magerum**, MSA Secretary, **Keith Weiland**, MSA Treasurer, **John Jickling**, Regional Director, **Gary Olson**, NM President, **Grant**, NM Treasurer, **Mike Marshburn**, WM President, **Dave Tulos**, GV Vice President, **Norm Hamann**, WM Vice President, **Dennis Haugen**, FA President, **Rick Moxley**, MM Vice President, **Jim Shane**, MSA Director GV, **Tom Wheat**, MSA Director DC, **Jim Abernathy**, LIT Rep, **Tom Kane**, MM President, **Sam Popkin**, DC President, **Charles McCafferty**, DC Vice President, **Bob D'Alessandro**, MSA Director, DC, **William Jarratt**, Past MSA President and Regional Director, **Bob Tower**, Past MSA President, **Ann Stacy**, Executive Director and **Rae Dumke**, MSA staff. The main thrust of the meeting were the directions and goals for MSA/MAF.

LPGA SCHOLARSHIP

A \$1,500 scholarship will be awarded to the Architectural School winner of Laminator's Safety Glass Association's "Design of the Year" award.

To be eligible entries must be postmarked by October 31.

Announcing **Group 217** Professional Offices in Midland with Jackson B. Hallett, AIA, Architect, Theodore D. Johnson, PCP, Community Planner, Ben Hines, Retail Management Consultant, Peter F. Cupal, Professional Engineer, John David Edwards, AICP, Community Planner, Omnitran, Inc., Transportation Services, R. L. Merry, Land Surveyor, and Jack Saro, Architect. Group 217 are located at 217 East Main Street, Midland, MI 48640. Telephone: (517) 631-1850.

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Kingscott Associates of Kalamazoo have a new address and telephone number. The address is 5360 Holiday Terrace, P.O. Box 671, Kalamazoo, MI 49005. Telephone: (616) 372-1520.

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Upkeep, Inc., an Ann Arbor construction and development firm, has changed its name to **Argon Construction Services, Inc.** Donald D. MacMullen, AIA, recently joined Argon as head of its architectural services division. MacMullen had been in private architectural practice for 30 years in Washtenaw County.

CLASSIFIED

Position opening September 1 for fifth year graduate with office experience. Assume a variety of responsibilities in small Upper Peninsula firm. Contact John Weting, AIA, Northshore Architecture & Planning, 107 S. Front Street, Marquette, MI 49855. Telephone: (906) 228-3740.

Hood Miller Associates of San Francisco are seeking an architect to take charge of production, contract documents, and contract administration. Because of the small size and relative newness of the firm, the position has strong partnership potential. Experience and a knowledge of housing are essential. Salary will be commensurate with experience.

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Hood Miller also needs a draftsman with good design ability and drafting skills. Experience required. Send resumes to Hood Miller Associates, Bobbie Sue Hood, AIA, President, 2051 Leavenworth St., San Francisco 94133. Telephone: (415) 771-7770.

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Pratt Institute invites applications for the position of Director of the School of Architecture. Qualifications are a degree in Architecture or related field. Demonstrated professional experience and competence in teaching and academic planning, with strong managerial and leadership skills. Salary between \$35,000-\$40,000. Submit resume and letter by October 1, 1981 to: Prof. Nancy Miao, Chairperson of Search Committee, c/o Personnel Office, 225 Main Bldg., Dept. #7, Pratt Institute, School of Architecture, 200 Willoughby Ave., Brooklyn, NY 11205.

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University of Wisconsin with degree in Construction Administration. S is seeking an entry level position. Contact James L. Kopp, 4809 Camden Rd., Madison, Wisconsin 53716. Telephone (608) 222-0099.

DESIGN AND ENERGY CONFERENCE/DENVER

As part of its "A Line on Design and Energy" theme for this year, the AIA will present a major conference, "Designing for Energy," October 31-November 2 in Denver.

The international conference will offer opportunities for architects to expand their expertise and skills for integrating energy into all phases of the design process. "This will be a highlight of the AIA's year-long campaign to illustrate that architects can play a key role in solving America's — and the world's — energy problems," said AIA President Vosbeck.

Conference speakers will include architects and public officials and the participants will be able to examine energy design at both the small building and large urban scales. More details to follow in the AIA Memo.

FIRM CHANGES

Kenneth Neumann & Associates Architects Planners are located at 26877 Northwestern Highway, Southfield, MI 48034. Telephone: (313) 352-8310. Members of the firm include Kenneth Neumann, FAIA, Robert Greager, AIA, William Ingalls, Jr., AIA, David Domcroski, AIA, Thomas Kowalski, AIA, Lee Mamola, AIA, Victor Munroz, AIA, Richard Mysliwiec, AIA, Michael Evans, Joel Smith, Rita Walling and Jo Ellen Wilkinson.

NORTH CAROLINA CALL FOR PAPERS

The College of Architecture at the University of North Car-

olina is publishing a critical journal whose theme is, "In Search of the Southern City." The inaugural volume will address the forms and meanings which the idea of the city holds, and has held, in the South. Contributors will examine the idea of the city — as built, as envisioned, as imported, as indigenous — from the perspective of their own disciplines. Manuscripts must be received by October 1, 1981. The format to be followed appears annually in the March issue of *The Journal of the Society of Architectural Historians* (Notes for Contributors). Send to Reconstruction, COA, UNCC, Charlotte, N.C. 28223.

CALENDAR

AUGUST

- 6-8 MSA Mid-Summer Conference, Grand Hotel, Mackinac Island
- 13 Michigan Women in Architecture Dinner & Meeting, Campus Inn, Ann Arbor
- 14 Detroit Chapter Honor Awards Submissions Due
- 14-15 IDP National Program Hyatt Regency, Dearborn, MI
- 18 Detroit Chapter, CSI, Annual Golf Outing. Contact Alan Herskovitz
- 19 Huron Valley Chapter Meeting/Speaker James Lesch, "Technology in Ann Arbor," Art & Architecture Building, UM, 7:30 P.M.

MICHIGAN SOCIETY OF ARCHITECTS
 553 E. JEFFERSON
 DETROIT, MICHIGAN 48226

21-23 MAP 22nd Congress of the Professions: "Influence Through Alliance," Grand Hotel, Mackinac Island

23-25 MPMCA Summer Conference, Mackinac Island

28-30 Builders Exchange of Detroit & Michigan Weekend Golf/Caberfae Lodge, Cadillac

SEPTEMBER

10-11 AIA Energy Professional Development Program, Metro Airport Hilton, Detroit

10 Detroit Chapter Board of Directors

15 WAL Membership Tea. At the home of Yvonne Smith in

Grosse Pointe (313) 822-9138. Chairperson Aileen Pfaendtner

17 Third Thursday, Beaubien House

21-23 AIA Board of Directors/South Carolina

22 Reception sponsored by AIA National and Detroit Chapter for Women and Minorities

23 The American Institute of Architects Affirmative Action Committee for Minority Students, call Detroit Chapter for more information

27 Detroit Chapter House Tour, Palmer Woods

OCTOBER

4-6 First North American Conference on Indus-

trial Architecture/AIA, Pontchartrain Hotel, Detroit

11-17 Architects Week

11 Architects Sunday/Statewide

14-16 MSA Annual Convention, Kalamazoo Center

14-15 AIA Energy Professional Development Program, Level 3, Kalamazoo, MI

17 Builders Exchange of Detroit & Michigan, President's Ball/Dinner Dance/Detroit Yacht Club

22 Detroit Chapter Annual Meeting and Election, Danish Club of Detroit

21-23 AIA Committee on Art & Recreation, Detroit, MI

NOVEMBER

1-3 National Energy Conference, Denver, Colorado

DECEMBER

5 Detroit Chapter, AIA Annual Honor Awards Banquet, Detroit Boat Club

MSA BULLETIN

EXEC. DIR... Ann Stacy, Hon. AIA
 EDITOR & ADV. ... Rae Dumke
 SECRETARY Ann Giordano
 BOOKKEEPER Cathy Brooks

The MSA BULLETIN is published monthly by the Michigan Society of Architects and is distributed free of charge to all members and their firms. The Michigan Society of Architects accepts classified advertising from MSA members and firms free of charge up to 10 lines. Advertising over this figure costs \$2.00 per line. Circulation 1,450. Address: Beaubien House, 553 East Jefferson, Detroit, MI 48226; 313/965-4100.

38th ANNUAL MID-SUMMER CONFERENCE

MICHIGAN SOCIETY OF ARCHITECTS

ARRIVE: THURSDAY, AUGUST 5, 1982

DEPART: SUNDAY, AUGUST 8, 1982

COME EARLY! ACCOMMODATIONS ARE AVAILABLE PRIOR TO THE ABOVE DATES.

Return this form to:
RESERVATIONS MANAGER
GRAND HOTEL
MACKINAC ISLAND, MICHIGAN 49757
TELEPHONE: 906-847-3331

Grand Hotel

MACKINAC ISLAND  MICHIGAN 49757

DEPOSIT POLICY: Reservations will only be held until 4:00 p.m. unless a deposit of \$100.00 per room accompanies this form.

Refund of your reservation deposit will be made promptly with ten (10) days' notice of cancellation of your room reservation.

MR.

MRS.

MISS

MR. AND MRS.

(circle one)

(please print or type)

Address _____

City _____ State _____ Zip _____ Home Phone (_____) _____

If sharing a room, name(s) of person(s) sharing with you: _____ Business Phone (_____) _____

It is pleasing when guests wish to arrive early or remain following scheduled Mackinac conferences. At times specific accommodations are not available prior to or following official dates. In such instances temporary accommodations will be assigned. Be assured your request will receive careful attention.

ARRIVAL DATE: _____ **DEPARTURE DATE:** _____

PLEASE RESERVE THE FOLLOWING ACCOMMODATIONS:

- _____ Room for two, Interior View, \$55.00 daily, per person.
- _____ Room for two, Interior View, \$75.00 daily, per person.
- _____ Room for two persons, \$90.00 daily, per person.
- _____ Deluxe Room for two, \$110.00 daily, per person.
- _____ Studio Room for two, \$130.00 daily, per person.
- _____ Single Room, one person, \$110.00 daily. (Limited number available.)

Grand Hotel operates on the American Plan. This means that your daily room rate *includes* breakfast, luncheon and dinner.

RESERVATIONS FOR ADDITIONAL PERSONS (when occupying same room with two persons and on a rollaway bed)

- _____ Up to and including 5 years of age, \$7.00 daily.
- _____ 6 to 12 years of age, \$20.00 daily.
- _____ 13 years of age and over, \$37.50 daily.

The regular adult rate applies when children occupy a room by themselves.

The quota of rooms being held for this meeting is based on estimated attendance. Please make your reservation as promptly as possible. Requests received after the quota is filled will be placed in village accommodations or on a wait-list. All rooms in the quota which have not been reserved 15 days in advance of the meeting will be released for other guests. Please cancel promptly if your plans change.

NO TIPPING: Tipping to any employee anywhere in the Hotel is not required, expected or permitted. Because tipping has been eliminated, the Hotel makes an **ADDED CHARGE** of 18% of the daily room and meal rates on each account.

NOTE: A Michigan Sales Tax of 4% applies to all charges including the 18% added charge. There is also a one-time charge of \$2.00 per person for transfer of luggage from the dock to the Hotel and return.

Grand Hotel does not accept credit cards as payment for bills. Cash, personal checks or traveler's checks are accepted or direct billing can be arranged.

CHECK-IN TIME: After 3:00 p.m. **CHECK-OUT TIME:** Noon

MICHIGAN SOCIETY OF ARCHITECTS

39th ANNUAL MID-SUMMER CONFERENCE

GRAND HOTEL, MACKINAC ISLAND

AUGUST 5, 6, 7, 1982

CONFERENCE COMMITTEE

Chairman: Thomas Wheat, AIA
Vice Chairman: Richard Fry, AIA
Bocci Chairman: Ray & MaryLou Williams & Tony Castle
Golf Chairman: Adam DeMartino & Victor Specht
Tennis Chairman: Ken & Beverly Rule
Prizes: Gene DiLaura, FAIA, Bud DeShane, AIA, Donald Hoey, AIA, Norman Hamann, AIA, Kriss Hilborn, Robert Cornwell, Richard Glissman, AIA, Ernie Hickson, Jim Mason, Mike DiLaura and Mike Minoff
Spouse Activities: Audrey Wheat & Judy Fry
Children & Youth: Fred & Jamie McGlone
MSA President: Mike Callahan, AIA
MSA Treasurer: Keith Weiland, AIA
MSA Exec. Dir.: Ann Stacy, Hon. AIA
MSA Staff Liaison: Rae Dumke

SPONSORS

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 Detroit Edison
 Great Lakes Fabricators & Erectors Association
 Michigan Consolidated Gas Co.
 Plumbing & Heating Industry of Detroit
 Precast/Schokbeton, Inc.
 Professional Underwriters, Inc.

PRIZE CONTRIBUTORS

Andrew, W. T. Co.
 ATI All-Tronics, Inc.
 Building Products
 Central Tile & Terrazzo
 Colonial Brick Co.
 Builders Exchange of the Kalamazoo Area
 DeGroot, James L.
 DeLisle, Richard, Inc.
 Detroit Terrazzo Contractors

Elgin Builders, Inc.
 Executone
 Great Lakes Ceramic Tile Council Inc.
 Green, John E. Plumbing & Heating
 Koerts Glass & Paint Co.
 Lighting Group (Ray Williams)
 Moran, S. A. & Co.
 Q. & S. Building Products
 Schlain, Abbott K. Co.
 Sign Concepts
 Vig, J. S. Construction Co.

ISLAND FERRY SERVICE

Ferry service to the island every half hour, 8:00 a.m.-7:00 p.m. If you take Shepler's Mackinac Island Ferry and take a copy of the program with you there will be discount of \$1.00 off per ticket. You must identify yourself with the MSA with the Mid-Summer Advance Program.

1982 MSA BOCCI BALL CONTEST

Registration for play by couples 18 and over, must be received by July 23, 1982. You will receive by return mail, your 'Match Time' for round #1, beginning at 8:00 a.m. If you win round #1, you will play round #2 immediately. If you win round #2, round #3 will commence play at approximately 2:00 p.m. We will then play rounds until we are down to the final couples, who will play that evening for the final championship at the cocktail reception on the tea law.

YOU MUST MAKE YOUR MATCH TIME OTHERWISE YOU FORFEIT! Matches will be 10 points or 12 minutes played on 10' x 40' court. Complete registration form 'A' and return it to Mary Lou Williams. All registration forms must be received by July 23rd in order to play.

CHILDREN & YOUTH BOCCI

There will be two separate tournaments for this group and sign up will be available at the Activities Registration Desk manned by Fred McGlone. Special time and date will be posted when you arrive at the hotel.

MSA GOLF TOURNAMENT

Same as last year, there will be an entry fee of \$1.00 and in order to start your golfing enjoyment off on the right tee we have lined up the following events:

1. F. W. Dodge Trophy for ladies' low net.
2. MSA Trophy for men's low gross and low net.

Special events will be:

1. Longest drive
2. Closest to the pin
3. Putting contest

Youth Golf (ages 15 and under):

This event will be played Friday, August 6th — 10-12 noon. Marvin Brokaw Trophy for low gross and low net.

MSA TENNIS TOURNAMENT

There will be a registration fee of \$10.00 charged for each participant in the tennis tournament.

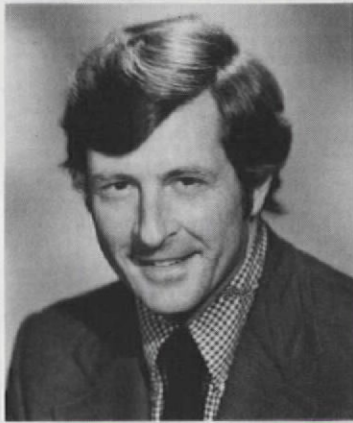
To facilitate the necessary scheduling of court time, we are requesting that you pre-register for the tournament by filling out the registration form 'B' and return it to MSA HQ, no later than July 23, 1982.

JUNIOR TENNIS TOURNAMENT

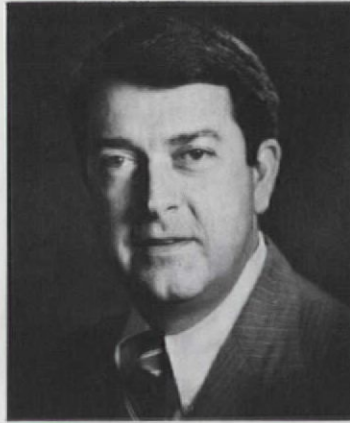
There will be a special Junior Tennis Tournament for 12-17 year-old tennis players. Please be sure to fill out registration form 'C' and return it to MSA HQ, no later than July 23, 1982.

6th ANNUAL SWIMMING TOURNAMENT

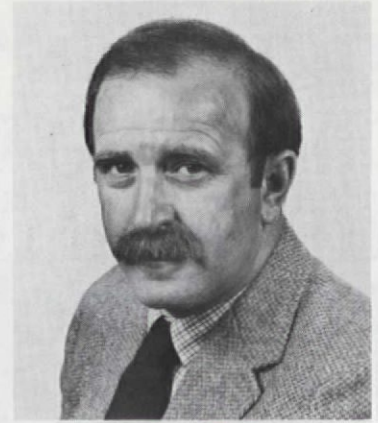
On Friday afternoon the sixth annual Swimming Tournament sponsored by Precast/Schokbeton will be held for the children and youth. Pigeon Races and other events will be featured. Watch for sign-in sheets when you register at the Activities Desk.



THOMAS WHEAT
Chairman



MIKE CALLAHAN
MSA President



RICHARD FRY
Vice Chairman

MICHIGAN SOCIETY OF ARCHITECTS
39th ANNUAL MID-SUMMER CONFERENCE/GRAND HOTEL, MACKINAC ISLAND
AUGUST 5-7, 1982

DAY	TIME	CHILDREN	YOUTH	ADULTS
THURSDAY	10:00 a.m.	MSA REGISTRATION		
	4:00 p.m.			
	12:00 p.m.	Luncheon/Main Dining Room		
	2:00 p.m.			MSA BOARD OF DIRECTORS MEETING Conference Room/Lower Level
	5:15 p.m.	Meet Fred & Jamie McGlone		
	7:00 p.m.	Special Reception		
	6:00 p.m.			WINE RECEPTION: Sponsored by Beaver Distributors
FRIDAY	7:00 p.m.	DINNER/Main Dining Room		
	9:00 p.m.	FAMILY NIGHT: To the Races Sponsored by: Professional Underwriters		
	9:30 a.m.	MSA REGISTRATION		
	3:00 p.m.			
	8:00 a.m.		Horseback Riding	BOCCI, TENNIS & GOLF TOURNAMENT
FRIDAY	10:00 a.m.	CHILDREN'S ACTIVITY	Special Event	MSA BUSINESS MEETING All MSA Members to Attend/Door Prizes SPOUSE COFFEE HOUR/Prizes
	12:00 Noon	LUNCHEON/Main Dining Room		
	1:30 p.m.	SWIMMING TOURNAMENT (Sponsored by Precast/Schokbeton, Inc.)	Swimming Tournament	GOLF/BOCCI/TENNIS
	5:15 p.m.			
	7:00 p.m.	Refreshments/Prizes/ Activities/Overview		
FRIDAY	6:00 p.m.			Cocktail Reception and Bocci Tournament Finals Sponsored by: Detroit Edison and Michigan Consolidated Gas Co.
	7:00 p.m.	DINNER/Main Dining Room		
	9:45 p.m.			BOAT CRUISE: Sponsored by Plumbing & Heating Industry of Detroit
SATURDAY	9:30 a.m.	MSA REGISTRATION/Lobby		
	10:30 a.m.			
	8:00 a.m.			MSA BREAKFAST SPEAKER
	10:00 a.m.	BIKE HIKE (8 & over) Picnic	GOLF & BOCCI & TENNIS	
	12:00 Noon	LUNCHEON/Main Dining Room		
	1:30 p.m.	Free		
	5:15 p.m.	FILM FESTIVAL	Reception/Prizes	
	7:00 p.m.	Refreshments/Prizes/ Activities/Overview		
	6:00 p.m.			PRESIDENT'S RECEPTION: Co- sponsored by: Great Lakes Fabricators & Erectors Assn. and the Mid-Summer Conference Committee
	7:00 p.m.	DINNER/Main Dining Room		
	9:00 p.m.		MYSTERY TRIP/Prizes	Prizes and Dancing

(A) BOCCI TOURNAMENT

Return to: Mary Lou Williams, Sign Concepts
1003 Badder Street
Troy, Michigan 48064
(313) 585-7090

TEAM PLAYERS

Name _____
Name _____
Address _____
City _____
Zip _____
Business Telephone _____
Home Telephone _____

(B) TENNIS TOURNAMENT

Return to: Michigan Society of Architects
Mid-Summer Conference/TENNIS
553 East Jefferson Avenue
Detroit, Michigan 48226

Registration Fee \$10.00. Enclosed is \$_____ for _____
and _____
Please check off event/list name
Mixed Doubles _____
Women's Doubles _____
(16 and Over)
Men's Doubles _____
(16 and Over)

(C) JUNIOR TENNIS TOURNAMENT

Return to: Michigan Society of Architects
Mid-Summer Conference/Jr. Tennis
553 East Jefferson Ave.
Detroit, MI 48226

Registration for:

_____ name (first and last)
_____ age sex
_____ name (first and last)
_____ age sex

**39th Annual MSA Mid-Summer Conference
Grand Hotel, Mackinac Island, August 5-7, 1982
ADVANCE REGISTRATION APPLICATION**

Name _____
(Please Print)

Firm _____

Address _____

Telephone _____ Chapter _____

Affiliation: AIA Member _____ AIA Associate _____ Producers Council _____

Wal Member _____ Associate _____ Builders Exchange _____

Prof. Affil. _____ Honorary _____ Other _____

Spouse (if attending Conference) _____

Children (if attending Conference) Name Age M/F

Name	Age	M/F
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Registration:

\$40.00/individual, \$50.00/couple plus \$10.00/child under 21. Married children pay registration fee. Registration fees must accompany this application.

Mail To:

Mid-Summer Conference
Michigan Society of Architects
553 East Jefferson Avenue
Detroit, Michigan 48226
(313) 965-4100

Transportation:

Ferry service to the island every half hour, 8:00 A.M. - 7:30 P.M. Extensive parking facilities at dock. Luggage transported to and from dock by Grand Hotel. Fly Republic to Pellston with regular limo service to Mackinaw City.

Dress:

Sports wear acceptable in hotel and dining room until 6:00 P.M. Evenings, men must wear jackets and ties, ladies wear dresses. Saturday evening: Ladies, long or short formal or cocktail dress; men, tuxedo or business suit.



PLUMBING AND HEATING INDUSTRY OF DETROIT

14801 W. Eight Mile Road
Detroit, Michigan 48235
(313) 341-7661

WHAT IS THE PLUMBING AND HEATING INDUSTRY DOING BESIDES PLUMBING AND HEATING?

COMMENTING UPON . . .

Our Local Construction Economy

The construction economy in southeastern Michigan has been in a tailspin since the end of 1978 when the piping contracting industry recorded 6,287,000 hours. By the end of last December, 1981, activity had dropped to 4,115,000 hours, an overall decrease of 34½ percent!

During the first quarter of 1982, hours increased almost 12 percent over the same 1981 period. Virtually all the increase can be attributed to utility construction. The balance of the entire commercial, institutional, industrial and residential markets appear to be at a standstill. The hours recorded by plumbers during the first quarter of 1982 reflected 15½ less activity than during the same period a year ago, an indication that we are building more equipment-oriented than people-oriented structures.

While the immediate future of the southeastern Michigan construction economy is clouded, the piping industry still is optimistic. We feel that a 10 to 14 percent improvement over 1981 is not at all unrealistic, and that the second half of 1982 will witness the probable turnaround in all construction markets.

There is one particular market which we feel has not been exploited. And it is one we suggest that architects, engineers and contractors might want to enter into. . .

Restoration, Renovation and Retrofit

We recently completed a two-day mechanical energy conservation seminar and enjoyed listening to a crackerjack by name of Victor Ottaviano

describe what can be done to make older, existing buildings look good and perform well.

Naturally, the PHI contractors (39 of them) were interested primarily in the plumbing and HVAC aspects of the problem. More importantly, all came out of the session with the realization that it takes the combination of building envelope and electrical knowledge, along with mechanical, to really make an older structure work well.

Since there is relatively little new activity in the design field, it might be a darned good idea if the design professionals and contractors consider selling the idea of renovation and retrofit. The market exists. But it's tough to crack. There's an old saying that nothing happens until somebody sells something. And, most owners really aren't aware of what can be done with an older structure until someone points it out to him.

Take ourselves. A few years back, in late 1977, we got the message about electrical costs. From 1972 through 1977, our average KWH usage was 110,173. We took inexpensive steps (new bulbs) to cut our lighting back and tightened controls on the air handling system timer. Last year we burned 80,960 KWH. At 1977 prices, the savings amounted to \$2,206.00. Since 1978, our cumulative savings total \$6,732.26.

If you would like to work with knowledgeable contractors on re-design projects, call us. We probably can help.

Unscrambling Specifications

Where in specifications do you describe the work involved in supplying and installing toilet room accessories and backing to avoid job-site contractor negotiations and jurisdictional claims?

How do your contract documents assign the erection of support steel for cooling towers,

condensing units, rooftop units, fan coil applications?

We still see extra-heavy cast iron soil pipe specified — even though it has not been sold in Michigan for years!

The solution and answers to such problems and questions vary. Some are black and white, others are gray. But, about 90 percent of the time we can assist project designers and specifiers to resolve them before foul ups and jurisdictional questions arise. Just give us a call.

Total Systems Responsibility

The plumbing and mechanical contractors still feel strongly that one complete mechanical contract is the way to go rather than split the plumbing, HVAC, process piping, sprinkling, temperature control and related systems into separate packages.

What TSR provides to owners and designers is the lowest possible bid price and the maximum amount of responsibility for the entire plumbing/mechanical package. *Total System Responsibility* is the best construction value possible because it provides greater purchasing power, the maximum degree of jobsite co-ordination possible, and enhances job flow and scheduling procedures. For the contractor, TSR provides an equitable return for the investment of time, energy and material required to perform the kind of construction in which the owner, architect, engineer and contractor take pride.

In today's market, contract splitting and merciless bid shopping for the lowest possible installed cost are rampant. However, this saving has a steep price — the erosion of jobsite responsibility. That's the value of TSR.

Some 75 contractors participated in two worthwhile PHI seminars that covered mechanical piping estimating last

February, and energy management plus increased boiler efficiency in April. Each seminar covered two full days and were well worth the investment.

PHI also graduated 22 foreman and the supervisors who successfully completed a 16-week *Effective Supervision* program at Wayne State University, which has completed its 13th year.

In addition, we graduated six journeymen from the PHI-SMACNA sponsored Environmental Systems Technicians Balancing Course administered by the Michigan Chapter of the National Environmental Balancing Bureau.

Finally, journeymen certificates were awarded to 104 plumber and pipefitter apprentices who have completed four years of training.



SMPS'S MARKETING SEMINAR

A one-day, nationally advertised seminar entitled "Strategic Planning for Design Firms — The Role of Management and Marketing," is slated for June 24th at the Michigan Inn, Southfield.

This seminar will be co-sponsored by the Michigan Chapter of the Society for Marketing Professional Services and the Professional Services Management Association (PSMA).

Featured speaker will be Paul N. Bloom, Ph.D., Associate Professor of Marketing at the Univ. of Maryland. Bloom developed and is an instructor of the Management Development Program on Marketing Design Services, Harvard Univ. Graduate School of Design. He is also a faculty associate of the Management Analysis Center, Inc.

Bloom's session will include the following topics: marketing process, market analysis, marketing segmentation and targeting, product development, development of service portfolios, etc.

The PSNA sponsored luncheon will feature Joseph Roher, Managing director of the Gruzen Partnership. His topic is "Geographic Expansion Through Joint Ventures."

The cost of the seminar is \$80.00/person. For more information on the seminar and other events scheduled for this day-long meeting contact: John Danko at (313) 548-2000.

HEART TRANSPLANT

Grand Valley chapter member Phillip Lundwell requested the MSA Board of Directors to contribute to a special fund for Jeffrey A. Wierenga. Jeff is a 25-year-old architectural student from Grand Haven, Michigan who was working on his Masters Degree in Ar-

chitecture when his heart problem was discovered. His only chance to live was a heart transplant. He had no insurance and the medical bills were estimated at over \$40,000, if a heart could be found in time to help Jeff.

The MSA Board reviewed the issue and requested this be brought to the MSA members' attention thru the Newsletter. The good news, according to Lundwell, is Jeff has had a heart transplant operation at the Univ. of Pittsburgh and is doing fantastically well. Residents of the Grand Haven area have raised thousands of dollars but more are still needed. If you can assist Jeff send your contribution to: Jeffrey A. Wierenga Heart Fund, Pacesetter West Bank & Trust, Trust Dept., 233 Washington St., Grand Haven, MI 49417.

POSITIONS AVAILABLE

Kwaak Hoon Associates, Architects, Engineers & Planners is looking for architects and planners who would like work on various international projects in Korea, Asia and Africa. For further information send a resume with your inquiry to Kwaak Young Hoon, Chairman, Kwaak Hoon Associates, 118 Jangchung-Dong, Joong-Ku, Seoul, Korea.

☆☆☆

Academic Position — Sept. 82 at WSU, Interior Design studio. Need professional with Ph.D. or Master's Degree in area, teaching experience at the college level and professional experience, ASID and IDEC membership desirable. For information contact: Dr. Catherine Sullivan, Dept. of Family and Consumer Resources, WSU, Rm 160 Old Main, Detroit, MI 48202.

☆☆☆

Robert Auburn Associates from San Antonio is looking for registered architects with ex-

perience. Contact Robert Auburn, Robert Auburn Associates, 774 Isom Rd., San Antonio, TX 78216. Phone: (512)349-5184.

☆☆☆

Hospital Building Equipment Corp., a design/build firm from Missouri is looking for interior designers with four years or more contract design experience. For information contact: Carol Stephens, Personnel Manager, HBE Corp., (314)567-9000, ext. 261.

☆☆☆

Heery International needs architects who have 4-6 years comprehensive hospital experience, and should be registered or eligible for professional registration. Send resume to S. R. Harrell, Director of Human Resources, 880 W. Peachtree St., NW, Atlanta, Georgia 30367. Telephone: (404)881-9880.

CLASSIFIED

Registered AIA member with NCARB seeks position in Michigan as Project Architect. Background in a variety of projects and computer applications. Contact: Mark Anderson, AIA, 1221 5th Ave., South, Moorhead, MN 56560. (218)233-8260.

☆☆☆

Project Management/Contract Administrator, B.S./Architecture, five years experience. Contact: P.O. Box 1194, Berkley, MI 48072 or call (313)541-7244.

☆☆☆

Rafael Garcia has 370 credit hours and a thesis from 'Universidad Nacional Autonoma De Mexico, Architecture School.' Last employment SH&G. Contact Garcia at 6816 Coleman, Dearborn, MI 48128. Phone: 846-8967.

OBITUARY

LOUIS E. CABRERA, 48, a construction architect at Wah Yee Associates died April 24th. Cabrera was president of the Detroit

Chapter Construction Specifications Institute and active in Detroit area A/E related activities. He was a graduate of the University of Detroit Architectural School.

He is survived by his wife, Doris, and one daughter. Memorial tributes may be made to the St. Jude Children's Research Hospital.

GRAPEVINE

MSA President, **Mike Callahan** is running as one of the Republican primary candidates for the 104th Legislative district in the Grand Traverse Area. The primary will be August 3, 1982. Contributions and volunteers should contact Committee to Elect Mike Callahan, P.O. Box 1653, Traverse City, MI 49684 —GOOD LUCK MIKE... Saginaw Valley Chapter member **Herman Otto**, of Mt. Pleasant, a faculty member of Ferris State College, has been appointed Chairman of the Architecture section of the 1983 Ferris Festival of the Arts... "Southfield 2001," a cooperative government-business-community effort featured a historical display designed by **Kenneth Neumann**... **Kevin Roche** was named the winner of the \$100,000 Pritzker Prize in architecture... Congratulations to the **Western Michigan Chapter** on their Newsletter "Column"... **Dennis Carlson** of HEPY Associates spoke at the joint meeting of the Flint and Mid-Michigan Chapters... 1982 is the 20th Anniversary of the **Grand Valley Chapter**... **Stuart Rodgers**, Detroit Chapter member is teaching a course at WSU for non-credit on building construction... **Huron Valley Chapter** A&E Softball League has begun — if interested contact Dan Jacobs at 662-2260... **John Dziurman**, Detroit Chapter has been appointed to the National **AIA Housing Committee**... Celebrating the 125th Anniversary of the **AIA Western Michigan** placed an advertisement in the Kalamazoo

MICHIGAN SOCIETY OF ARCHITECTS

553 E. JEFFERSON
DETROIT, MICHIGAN 48226



THE ARCHITECT IN MICHIGAN'S FUTURE

Gazette . . . **Kingsbury Marzolf**, prof. of architecture at UM spoke before the American Institute of Real Estate Appraisers on "Architectural History and Styles in the Midwest!" . . . **Kim French** of **Roy G. French & Associates** received the annual Distinguished Service award from the Port Huron Jaycees' . . . **Bill Kane**, Mid-Michigan member, a member of the Grand Ledge planning commission for 25 years, was honored by the city council for his service to the commission . . . **Dan Redstone** will serve on a special six-member committee to study ways to retain and expand commercial and industrial business in Livonia. Redstone represents the Livonia Chamber . . . Prof. **Charles Strieby** of the Mid-Michigan Chapter was honored upon his retirement from MSU by MSU alumni and Friends . . . News from WAL — **Kristen Rose** is the daughter of WAL membership chairman **Sally Fraser** and husband Jim — Congratulations on their first born . . . The Lansing Regional Chamber of Commerce and the Mid-Michigan

Chapter sponsored an awards program for the Lansing Central Business District . . . **Donald Richards** has joined Albert Kahn . . . **Andrews University** held their Student Chapter election . . . **THY** of Flint designed a high school for the Oxford School district that uses earth sheltered design . . . The **St. Clair Region Society of Architects** (a chapter of the Ontario Association of Architects) may be contacted thru their chairman Gregory McLean at 5161 Tecumseh Rd., East, Windsor, Ontario . . . **Robert D'Alessandro**, of TMP Assoc., was a guest speaker at the Masonry Institute of Michigan, two-day sales/marketing training course . . . **Howard Sims** has been elected to serve as a board member of the Detroit Historical Society . . . During Preservation Week **Western Michigan** members participated in "Ask the Experts" where people brought in photos of their homes for consultations . . . **Robert Overhiser, Jr.** has accepted a limited faculty appointment at UM in the College of Art and Architecture . . . **James Gray** of Grand Haven addressed an "Energy Considerations in Real Estate" seminar held by the Grand Rapids chapter of the Society of Real Estate appraisers . . . **LIT Student Chapter** sponsored a fun-run through Southfield for a student chapter benefit . . . The **Detroit Chapter** hosted the new registrants and their families at Cranbrook on May 21st — President McCafferty with members of the State Registration Board presented the certificates to the registrants. WAL members and spouse and the Detroit Chapter Board hosted the reception for the registrants . . . **Linn Smith** has

been elected an Emeritus member of the Detroit Chapter . . . The **St. Louis AIA Chapter Newsletter** credited the **Detroit Chapter** with an article on "Detroit (St. Louis) AIA Needs Speakers" . . . **Richard Fry** of the Huron Valley Chapter has been appointed Vice Chairman of the MSA Mid-Summer Conference . . . Flowers were sent to the Beaubien House on April 22nd to celebrate the 125th Anniversary of the AIA — many thanks to **Adam DeMartino** of the Michigan Consolidated Gas Co. . . **Gordon Bugbee** of **Roger Margerum Inc.** addressed the Grosse Ile Historical Society — his topics were Great Lakes Ships and Historic Houses . . . The **Fenton Tri-County News** featured Detroit Chapter member, **Fuad Hassan** in a special article.

CALENDAR

JUNE

- 6-9 AIA National Convention/Hawaii
- 10 Masonry Institute of Michigan Annual Golf Outing
- 15 DAGL Outing
Hank Rose Memorial Golf Tournament
- 17 Third Thursday/
Beaubien House
- 18 Detroit Chapter Honor Awards Entry Slips Due
- 24 SMPS Seminar — (see NL for detail)
- 25 MSA Board of Directors Meeting
Park Place Motor Hotel
Northern Michigan Chapter Joint Meeting

with MSA Board/
Waterfront Inn/
Traverse City
28 MSA Honor Awards
Brochures Due

JULY

- 13 DAGL Outing
- 22-25 AGC/Michigan Chapter Summer Conference

AUGUST

- 5-7 MSA Mid-Summer Conference
Grand Hotel,
Mackinac Island
- 17 DAGL Outing

SEPTEMBER

- 21 DAGL Outing

OCTOBER

- 3 Detroit Chapter House Tour
Bloomfield Hills area
12:00 Noon-5:00 p.m.
Tickets \$8.00
- 12 DAGL Outing
- 13-15 MSA 67th Annual Convention
Hyatt Regency Flint, MI

MSA BULLETIN

EXEC. DIR. Ann Stacy, Hon. AIA
EDITOR & ADV. . . . Rae Dumke
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