



## MONTHLY BULLETIN

Official Publication of the MICHIGAN SOCIETY OF ARCHITECTS

### PRESIDENT'S MESSAGE

By Robert Greager, AIA

This month's message will be short.

The January article was written during the holidays and this article goes to press two weeks before you get it. During that three-week period the Executive Committee has met and prepared the proposed: budget, organizational structure, procedural standards, agenda, etc., for the January organizational meeting of the Board, plus considering a major by-laws change for the Michigan Architectural Foundation prepared by Jim Shane which relates to a new MAF organizational structure designed to make it more responsive to today's needs.

Our March newsletter will report on the success of our organizational meeting, Grass Roots in Washington and other January activities, including a progress report on Beaubien House fundraising.

### DETROIT CHAPTER COMPUTERS IN ARCHITECTURE COMMITTEE

Dennis Robare and Lyle Daly, AIA, Co-chairs

This is the first installment of a monthly series of articles from the Computers in Architecture Committee of the Detroit Chapter. It is intended to keep area architects informed about an ever-evolving necessity — the computer.

Last year the committee produced and mailed a questionnaire to all the firms listed in the MSA Roster of Firms. The survey, "Computers in Architecture," gave us a better understanding of computer system development in area firms. It also showed that the National AIA and the Detroit Chapter can do a better job in distributing timely information to its members.

When the information was compiled and categorized, it became apparent that the committee could best serve the smaller firms — those with less than \$500,000 annual billing.

We found that some firms have no experience with a computer system but most have made a serious time and financial commitment to the computer, even hiring staff specialists. Only half of the smaller firms use the already proven, cost effective, word processor.

Most of the committee's activities this year will be directed toward the software packages available and in use for the small personal computers. We are planning software seminars, supported by a number of office tours of smaller firms that have hands-on experience with CAD systems.

We will produce a quarterly newsletter with well timed articles, software and hardware package evaluations, guest columnists, and information about seminars and courses offered by local universities or sponsored by computer representatives and retail outlets.

The newsletter will provide the information necessary to evaluate a computer system for your firm. To be on our mailing list, call Dennis Robare at 644-0600.

We are not computer experts but we have a desire to experiment and learn. Join us or call with your comments and suggestions.

### EDITORIAL POLICY

We welcome all articles, announcements, editorials, firm changes, want ads and even a bit of gossip. Everything submitted will be edited for clarity, grammatical accuracy, spelling and sometimes brevity.

Most often cuts are made because of space and budget limitations. Sometimes items are joined if they can be included under the same headline.

When the volume of material is heavy, we first cut out the extraneous exclamations. We strive to make the articles compact, informative and unpretentious. If there is a place for breeziness or cuteness it is in the Grapevine. Even there we try to keep it under control.

We do not print vituperative or obscene comments and sometimes we even pare down a list of glowing adjectives.

Within the above constraints, we try to maintain the tone of the submitting author.

### MSA HANDBOOK COMING

The 1984 *Handbook for the Construction Industry* will be mailed to members and subscribers during the month of February.

The Handbook has slimmed down since it was last published in 1982. The 1984 edition contains 96 pages compared to 176 pages for the previous edition. Lower advertising revenue is the primary reason for the change.

### ASSOCIATES COMMITTEE

Dennis Robare, Beej Nissel and Jim Marusich, co-chairs

The Associates Committee is sponsoring two diversified activities in the month of February that are intended to spark an interest in everyone. We begin with our second Office Tour at Jickling/Lyman Powell in Birmingham on Wednesday, February 6th at 6:30 p.m. This office has a lengthy professional and academic involvement with both U of M and LIT and Mr. John Jickling has a distinguished association with the local, state and national AIA.

For those who are planning to pass the Architectural Registration Examination (ARE) this June, the Associates Committee will kick off our second seminar program year

with an ARE Panel Discussion at the LIT Architecture Auditorium, Wednesday, February 13th at 6:30 p.m. The panel will include Jack Sharpe from the Department of Licensing and Regulation; a representative from the State Board of Architects; Dennis King, a past exam grader for the building design section and a number of people who passed the entire exam last year and some who were less fortunate. We will also feature presentations from the Detroit Chapter-AIA and Art Nelson, state representative to the Intern Development Program. This is a chance for a closer look at what your Detroit Chapter has to offer and a clearer understanding of the IDP program.

Payment and registration forms must be received by March 4th for the Registration Exam Seminars that begin on March 27th.

### COMMITTEE ON ARCHITECTURE FOR HEALTH

Changes in federal and state legislation and regulations affecting the planning, design and construction of health facilities will be probed at the first 1985 meeting of the AIA Committee On Architecture for Health, Feb. 3-6, in Washington, D.C.

MSA members serving on this committee are: Cynthia Hayward and Seymour Remen of Ann Arbor; Harvey Levine, Kenneth Mitchell and Jay Pettitt of Detroit; Barry Merenoff and Carl Pirscher of Southfield.

### CHICAGO CHAPTER AIA CALENDAR

The Chicago Chapter has three events this spring that could interest Michigan architects. On February 15, 1985 at noon in the chapter board room at 53 West Jackson, suite 346, Chicago, the Architects in Government, Industry



and Education Committee will sponsor a free lecture, "Is It Asbestos?" Dennis Garde, AIA, president of Asbestos Control, Inc., will be the speaker.

Michael Brill, author of the *Buffalo Organization for Technological Innovations Report*, will highlight a two-day conference beginning March 7 at the Holiday Inn - Mart Plaza. The conference, *Designing for the Electronic Office II: Space Planning and Management*, will cost \$95 for AIA members.

Their April 20th offering will be an all-day seminar at the Midland Hotel and is called, "Architect/Designer as Developer 1985."

If you plan to be in Chicago for these events, contact the Chicago Chapter at 312-663-4111.

## MARKETING TECHNIQUES FOR CONSTRUCTION FIRMS

Philip A. Nicholas, AIA member and vice president for marketing and business development for the R. E. Dailey Company, will conduct a course for the Institute for Construction Management beginning on February 5, 1985.

This six-week course is organized as continuing education for working professionals in the building industry and the cost is \$130 for CAM members and \$150 for non members. It is designed for those in the building industry who wish to establish a contemporary and orderly marketing operation in

their organizations. It will be held at Lawrence Institute of Technology.

For more information call 313-567-5500.

## NEW MEMBERS

The MSA extends a warm welcome to the following new members:

**DETROIT CHAPTER:** Paul Carufel, AIA, and Lois Grant, AIA.

**Associates:** Gregory Eastman and Ruth Branson Williams.

**GRAND VALLEY CHAPTER:** Professional Affiliates: Edwin A. Grenkowski.

**HURON VALLEY:** Steven C. Jones, AIA.

**Associates:** Gary Cooper and Michael Gordon.

## LIGHTING DESIGN ENRICHMENT SERIES

The Detroit Chapter-AIA and the Designer's Lighting Forum is co-sponsoring a five-part Lighting Design Enrichment Series.

Beginning February 19th and continuing once a week for five weeks, local and national authorities on lighting will discuss award winning lighting designs and will present information about new lighting sources, innovative lighting products, energy management and the psychological response to lighting.

The seminars will be held at the Detroit Edison Oakland Division Community Room—first floor, 30400 Telegraph Road, Birmingham from 6:30 p.m. to 8:30 p.m.

The cost is \$70.00. Contact Sue Fairchild at 313-645-4252 for registration and information.

Schedule and list of speakers:

### Tuesday, February 19

"International Illumination Design Awards"

- Makings of Good Lighting Design

- Interrelation of Creativity and Technology

**Instructors:** Ron Harwood, President, Illuminating Concepts (Farmington Hills); Dominic Pastore, Lighting Designer, Smith, Hinchman & Grylls (Detroit)

### Tuesday, February 26

"Light & Color"

- Relationship of Light and Color
- Psychological Response to Lighting Design

**Instructor:** Dr. Robert Levin, Senior Scientist in Light and Radiant Energy Sources GTE Sylvania (Danvers, MA)

### Tuesday, March 5

"Light Source Technology"

- basic source Overview
- New and Future Sources

**Instructor:** Donald Theisen, P.E., Lighting Applications Engineer, GTE Sylvania (Detroit)

"Lighting Control & Energy Management"

- Dimming and Switching Methods
- Energy Management

**Instructor:** Dominic Pastore, Lighting Designer, Smith, Hinchman & Grylls (Detroit)

### Tuesday, March 12

"Design Application & Product Selection"

- Lighting Design Process
- Lighting for Public Spaces and Merchandising
- Choosing the Right Product for the Right Job

**Instructor:** Ron Harwood, President, Illuminating Concepts (Farmington Hills)

### Wednesday, March 20

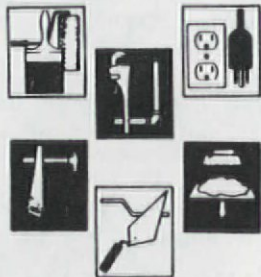
"Series Culmination & Graduation"

- Walking Tour of Holocaust Memorial Center, West Bloomfield
- Graduation and Dinner at Dimitri's Wildflower Restaurant



Tuesday, March 12, 1985  
The Westin Hotel  
Renaissance Center  
Detroit, Michigan

## Design Professionals,



Within the Great Lakes Region there has long been a need for an exposition of construction products and services. The Construction Association of Michigan is the oldest and largest regional construction association in the U.S. And, since it represents every trade and vendor line in the industry, it is natural that CAM be the host of such an exposition.

Our goal is to provide an exciting, informative forum for Owner/Users that are buying construction as well as Design Professionals like yourself to learn about state-of-the-art construction methods and technology. CAM Expo will become an event that you will look forward to every year.

**The Success Of Our Expo Depends On You! Please Be Our Guest And Invite A Fellow Professional To Come With You To CAM Expo '85.**

FOR TICKETS, PLEASE CALL (313) 567-5500 OR WRITE:

James Kostrava, CAM Expo '85, P.O. Box 33056, Detroit, MI 48232



## MPMCA CONVENTION

The Michigan Plumbing & Mechanical Contractors Association will hold its 93rd Annual Convention at the Westin Hotel in Detroit, February 20-23, 1985. The theme of this year's event is "Unity and Integrity."

On Thursday, February 21st, beginning at 2:00 p.m. in the Mackinac Ballroom, they have scheduled a special program for architects, engineers, builders and contractors. Dr. Arthur Harkins, economics futurist from the University of Minnesota, and Dr. Eugene Balogh, director of the Construction Management Institute, will discuss "The Economic Future of Construction in Michigan and How to Make a Profit in It Again."

The registration fee for the program is \$35 and includes the three-day program; a copy of the book, "Megatrends"; an admission ticket into the exposition and a complimentary drink ticket.

For information or to reserve a ticket, call 800/292-1044.

## EIGHT THINGS WRONG WITH THE DESIGN PROFESSION

The average level of pretax profits for A/E firms is 4%, according to a recent AIA statistic. The blame has been placed on an unstable economy, saturation of the market with architects and the increasing sophistication of clients.

Michael R. Hough, publisher of the Professional Services Management Journal, directs his criticism at the industry itself. The refusal of most design professionals to run their firms as businesses is one distinguishing cause, according to Mr. Hough.

Mr. Hough will address the specific areas which he believes

separates the financially successful firms from the "also rans" at a seminar on February 28th at the Hilton Sheraton of Southfield at 11:30 a.m.

The seminar is sponsored by the Professional Services Management Association and the Society of Marketing Professional Services. Call Nancy Watson, 313-455-0180, for registration and more information.

## FIRM NEWS

William Kessler, FAIA, has been named chairman of the board and chief executive officer of the firm that bears his name, William Kessler and Associates. Edward Francis, FAIA, former vice president, is now president and chief operating officer. James Cardoza, an associate, is the vice president and Roy Brockert has joined the firm as project director.

William Tassic, P.E., and Arnold Mikon, AIA, have been elected to the board of directors of Smith, Hinchman & Grylls. Tassic is group vice president and Mikon is vice president and treasurer of the firm.

George Stucky Associates-Architects has a new location: Suite 201, 4000 Crooks Road, Royal Oak, 48073. The phone number is 280-1140.

Smith, Hinchman & Grylls has named nine new associates. They are: Michael Argie, Kevin Baur, James Coffey, Nadine Gibbs, Erich Heidemann, Hernan Naranjo, Rollie Robert, Gampat Singhvi and Jeffrey Zokas.

## CLASSIFIED

THE NBBJ GROUP OFFICE in Columbus, Ohio, is seeking graduate architects for permanent positions. Excellent skills required; 3-7 years experience, especially medical, is preferred.

Call Seymour Remen, AIA,

weekdays at Bohm-NBBJ 614-224-7145 or weekends 313-994-6414.

SMALL ARCHITECTURAL FIRM in beautiful Lake Michigan community is seeking (semi-retired?) Architect — possibly with some repeat clients in hip pocket — for aid in selling services in larger market. Flexible hours — very relaxed but professional office environment. We have an abundance of sun, sand, water — and snow! Call W. R. Roy, AIA, (616) 845-6755.

ARCHITECTURAL JOB CAPTAIN. 4 to 6 years experience for health care oriented firm. Excellent benefits, advancement potential, Detroit location. Send resume and salary requirements to: Gunn Levine Associates Inc., 15 East Kirby, Detroit, MI 48202.

## SPONSOR'S COLUMN

### CAD Serv Inc.

Computer-Aided Design,  
Drafting & Automated  
Surveying - Timesharing,  
Leasing, Sales & Training  
(313) 486-3939

### Detroit Terrazzo

Contractors' Association  
(313) 476-5560  
Farmington, MI 48024

### Great Lakes Ceramic Tile Council

(313) 476-5559  
Farmington, MI 48024

### Pre-Con Schokbeton, Inc.

Quality Precast Concrete  
616/381-1550 313/864-0121

### Western Michigan Chapter, AIA

Call Rae Dumke at MSA for  
Information.

## GRAPEVINE

LOUIS REDSTONE, FAIA, will have his 1976 book, *The New Downtowns: Rebuilding Business*

*Districts*, translated into Japanese and published in Japan . . . FRAN MARGERUM, Detroit hand-weaver, will create an original fabric title during an exhibition at New Center One January 29-February 13 . . . FORD & EARL ASSOCIATES will celebrate 20 years in the architecture business at a reception on January 30th . . . AIA GOLD MEDALISTS 1907-1983 will have their architectural drawings displayed at the Octagon House in Washington, D.C. January 29-March 24th . . . WOLF VON ECKARDT, Time Magazine design critic, spoke at the Grand Rapids Art Museum January 23rd at noon . . . VENTURI, RAUCH & SCOTT BROWN won the 1985 AIA Firm Award . . . EDWARD FRANCIS, FAIA, spoke to the Lighting Design Forum at Fairlane Manor about historic preservation . . . The controversial TAX SIMPLIFICATION PLAN would repeal rehab tax credits for historic buildings . . . BALTHAZAR KORAB, architectural photographer and AIA member, will have an exhibit of his works at the Halsted Gallery in Birmingham until March 16th . . . MARY MARGARET MUNSKI, FRED HALL, HEPY, WBDC AND STEEL-CASE get the staff hug of the month for securing, delivering and contributing three unbroken office chairs.

## CALENDAR

### FEBRUARY

- 3-6 AIA Committee for Architecture & Health Washington, D.C.  
Call Mike Cohn,  
202/626-7366
- 5 "Sub-Contractor Orientation Conference" Engineering Society of Detroit,  
100 Farnsworth  
11:30 cash bar,  
12:15 lunch.



Cost: \$18

Call 313/832-5400

- 6 Associates Office Tour,  
Jickling/Lyman Powell,  
Birmingham, 6:30 p.m.  
Call Dennis Robare  
(644-0600)

- 7 Computers In  
Architecture Committee  
Office Tours—Giffels  
5:00 p.m.  
Call Dennis Robare  
(644-0600)

- 11-12 A-E Malpractice  
Course, University of  
Denver College of Law  
and Federal  
Publications  
Call 703/521-1900  
Cost: \$650

**The Monthly Bulletin is published monthly for the members, as part of the services to the membership provided at the direction of the Board.**

**All members are encouraged to contribute to the Bulletin by sending news items, reports of committees, etc., to the attention of the Editor, Monthly Bulletin, 553 East Jefferson, Detroit, MI 48226.**

- 12 "Ten Ways to Avoid  
Lawsuits in  
Construction"  
Engineering Society of  
Detroit Luncheon  
Call: 832-5400

- 13 ARE Panel Discussion  
LIT Architecture  
Auditorium, 6:30 p.m.  
Call Dennis Robare  
(644-0600) or  
Jim Marusich  
(244-7016)

- 15 "Is It Asbestos?"  
Chicago Chapter—AIA  
Noon — free  
Call 312/663-4111

- 15 "Ownership  
Transition"  
Professional Services  
Management Journal  
Orlando, Florida  
Call: 617/731-1912  
\$275

- 18 Louis Sullivan Award  
Submissions (postmark)

- 19 "Light Works II"  
Lighting Design Series  
Suzanne Fairchild  
313/645-4252

- 19 W.A.L.  
Tour: Holocaust  
Memorial Center  
West Bloomfield

- 20-21 Michigan Plumbing and  
Mechanical Contractors  
Association 93rd  
Annual Convention  
Westin Hotel, Detroit  
Call: 800/292-1044

- 21 "The Economic Future  
of Construction in  
Michigan and How to  
Make a Profit In It  
Again"  
Mackinac Ballroom—  
RenCen, 2-5 p.m.  
Call: MPMCA at  
800/292-1044  
\$35

- 26 "Light Works II"  
Lighting Design Series  
Suzanne Fairchild  
313/645-4252

- 28 "Eight Things Wrong  
with the Design  
Profession"  
Hilton Sheraton,  
Southfield, 11:30 a.m.  
Call: Nancy Watson  
313/455-0180

- 28 W.A.L. Scholarship  
Benefit—"Mrs. Dodge's  
Antique Clothing"  
Meadow Brook Hall  
10:30 Brunch  
Call: Catherine Chatas  
589-0850  
\$12.50 reservations  
a must

## MARCH

- 1 National Architectural  
Photo Contest  
St. Louis Chapter-AIA  
(Balthazar Korab  
will judge)  
Contact: Betty Lou  
Custer, 314/621-3484
- 4 ARE Seminar Payment  
Due  
Call: Dennis Robare  
(644-0600) or Jim  
Marusich (224-7016)
- 4 Resolutions  
Committee Meeting,  
Washington, D.C.

## MSA BULLETIN

**EXEC. DIR. &  
EDITOR & ADV. . . . . Rae Dumke  
COPY EDITOR**

**. . . . . Lynne Merrill-Francis  
SECRETARY . . . . . Ruth Malcolm  
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 1,600. Address: Beaubien House, 553 East Jefferson, Detroit, MI 48226; 313/965-4100.

# MICHIGAN SOCIETY OF ARCHITECTS

553 East Jefferson

Detroit, Michigan 48226