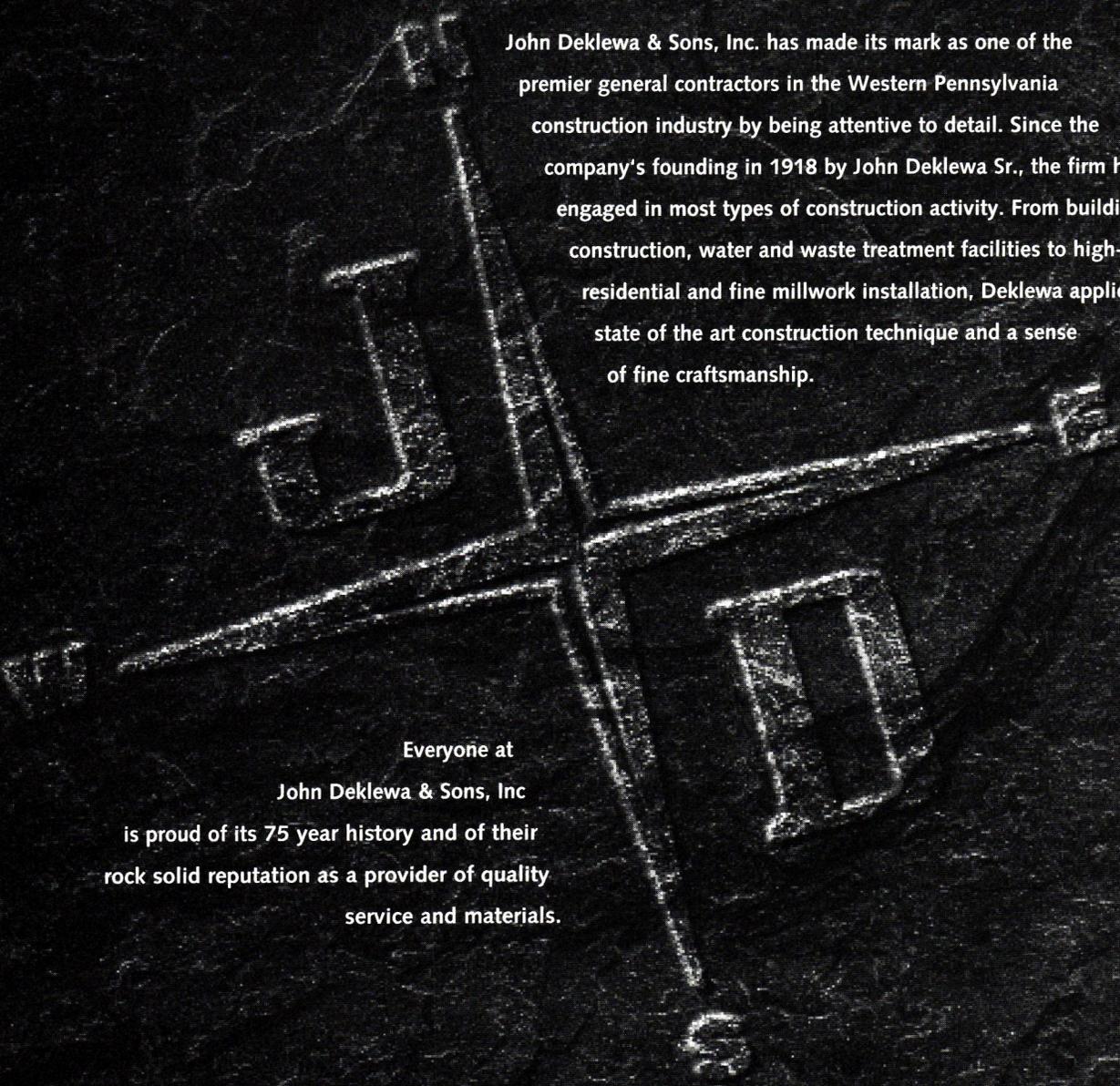


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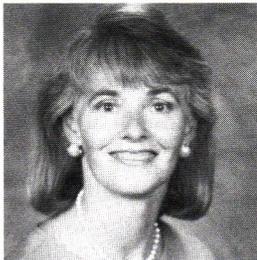
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GENERAL CONTRACTORS BUILDING SUCCESS

Tooting Your Own Horn by Cheryl R. Towers, Editor



We really aren't marketing 'services' or 'products' or 'the firm' — we're marketing US.

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On the cover: Facade of AIA Pittsburgh building. Watercolor by Robert Bowden.

Marketing is one of those things that many

of us look upon like medicine. We know it's good for us, but we really don't want to do it. Whether it's architecture, law, consulting, or any other field, we want to get down to the "real" work that we love and that consumes us. But, life just doesn't happen that way. In order to do the "real" work, we have to pay our dues - over and over again - getting our name out there, staying in touch with once and future clients, keeping up our technical skills so we can be recognized as experts in our fields. If we're lucky, we enjoy this part of the business and relish the challenges of the marketplace. If not, we've got a problem. Maybe a partner who is better at it and enjoys it more will carry the load, but we can't escape our responsibility for marketing ourselves totally. Aye, and there's the rub: we really aren't marketing "services" or "products" or the "firm" — we're marketing US. We are the product! And what an uncomfortable thought that is for those of us who aren't secretly aspiring performers, politicians, or megalomaniacs.

You may not fall in love with marketing after reading this month's issue, but perhaps understanding it more, hearing the comments of colleagues and reviewing the basics will establish a better comfort level. AIA is working hard to assist, both on the chapter and national levels. You can help by sharing your successes and failures with your colleagues. As we've noted before, architects are not in competition with each other as much as with those who build

without the services of an architect. Sharing your stories can only help elevate the entire profession in the eyes of the public.

The good news is that your reach is expanding. There is solid evidence that you as professionals are gaining respect in policy circles and your opinions are being sought out more frequently by both policymakers and the media. That can only help build recognition of the importance and affordability of architectural services, as well as translate into dollars for each of you who participate in some activity.

Many thanks to artist Bob Bowden who graciously painted the watercolor of the AIA building on Ninth Street for our cover. Bob is back this month with another exhibition of his works called *Aspects of Pittsburgh*, and you can see the watercolor for yourself the way it was meant to be seen — in color.

Here's to an invigorating fall, cooler weather, and the annual Gold Medal Lecture. This year, Tod Williams, FAIA, is featured, and you don't want to miss hearing him. Mark your calendars for September 15 - and be there!

And finally, if you've been waiting to read about the practice of Feng Shui, you will just have to wait a little longer. Delays on the house we intend to feature have caused us to move the article back to 1998. 🏠

ACCESS THE PROFESSIONALS

ADA, Inc. is a niche firm specializing in ADA & other accessibility-related regulations. We provide a range of consulting services, combining the users' perspective with an in-depth, up-to-the minute knowledge of the regulations. We offer design professionals creative and cost-effective technical assistance, from concept through construction administration, to help ensure compliance and usability.

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AIA Pittsburgh serves 12 Western Pennsylvania counties as the local component of the American Institute of Architects and the Pennsylvania Society of Architects. The objective of AIA Pittsburgh is to improve, for society, the quality of the built environment by further raising the standards of architectural education, training and practice; fostering design excellence; and promoting the value of architectural services to the public. AIA membership is open to all registered architects, architectural interns, and a limited number of professionals in supporting fields.

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COLUMNS is published ten times a year by, and primarily for, members of AIA Pittsburgh. A Chapter of the American Institute of Architects. Preference may be given to the selection of works, articles, opinions, letters, etc. of members for publication. However, in the interest of furthering the goals of the Chapter, as stated monthly at the top of the masthead and in the membership directory, COLUMNS will publish the names of and properly credit non-members, whether as participants in the design of works submitted by a member, or as designers of their own work, or as authors of articles, opinion or letters.

Opinions expressed by editors and contributors are not necessarily those of AIA Pittsburgh. The Chapter has made every reasonable effort to provide accurate and authoritative information, but assumes no liability for the contents.

Getting Out the Message

by Anne Swager, Executive Director

I had an opportunity to skip out of the office

all day recently and still call it work. This doesn't happen too often. Nevertheless, and despite my total lack of ability to draw any identifiable objects, much less to scale, I was invited to be a part of the Pittsburgh Downtown Plan's design charrette. I jumped at the chance. It meant a day away from the phone, my desk, the computer and, most of all, I was going to finally have the opportunity to understand all the fuss about charrettes.



"The efforts of the architects involved in the Downtown Plan design charrette went further to market the profession than any slick brochure, glib ad or high-powered interactive website could."

We started off the morning assigned to a predetermined group to discuss three different scenarios for downtown development including the Strip and the North Shore. My group got off to a rocky start. Thirty minutes into it, we hadn't answered any of the questions that were supposed to serve as a basis for our report. Talk quickly broke down to group members vying for why their favorite projects were so important. Getting the group to move forward was proving impossible for the facilitator. I'm pretty skilled at getting groups to make some progress, but I, too, was clueless.

Fortunately, the staff sensed our impasse and sent us our saving grace, an architect. In a matter of minutes, the focus switched to the drawing in the middle of the table and when the time came to give our report, we were as well prepared and focused as all the other groups. In the afternoon, we developed the details of the overall scenario on which all the groups had concurred.

We were divided into different teams this time and the process began again. At the end of the day, we presented our reports to Mayor Murphy. My group had been only moderately successful in fully developing our vision for a new convention center. Discussion broke down on what and where the transportation should be and how to treat the riverfront. Unfortunately, we didn't have an architect in this group.

Six people, one from each group, were chosen by their groups to present their reports to the participants, the press and the Mayor. I was pleasantly surprised to see that out

of the six chosen, four were architects and one was me. Since I work for architects I bet you expect me to say they did a great job and you are right, I will because they did. As further proof, let me cite an editorial by the *Pittsburgh Post-Gazette* several days after the event. The editorial strongly endorsed the process and the plan as a vision for our future shaped by the participants: architects, planners and developers. That's pretty heady stuff...to be listed as one of the groups that is responsible for a vision for our future that the press can endorse.

In this issue of *Columns*, we talk about marketing, its importance and how to do it. The efforts of the architects involved in the Downtown Plan design charrette went further to market the profession than any slick brochure, glib ad or high-powered interactive website could. Instead of trying to explain what you do, you did it. The crowd was wowed, the media was impressed, and everyone in the room knew they couldn't do what you could do.

The only black spot on the day was the woman who, before her presentation, acknowledged how well the architect did who came before her. But then probably to bolster her own case, announced that she only wished she could afford an architect's services. I wanted to jump up and say "of course you can, they don't charge nearly enough" but I'm glad I didn't. It would have been the wrong message. The real message that she needed to hear was that she can't afford *not* to use your services.

As the organization that represents you, we need to repeat this message loudly, clearly and frequently. Good design is the primary ingredient necessary for a building, a city, a suburb or a park to work well. If we want people to really hear us, you have to reinforce the message. My thanks to the architects who took potentially billable hours to show a group what they do better than anyone else. My thanks to all of you who participate in your local planning boards, zoning boards, design committees, playground committees and other volunteer settings. You make my job a whole lot easier and heaven knows I need all the help I can get! 🏡

Aspects of Pittsburgh, 1997

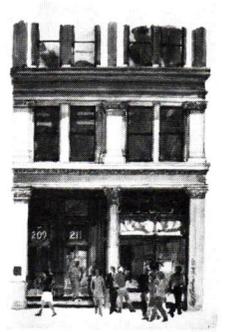
Robert Bowden watercolor exhibit coming to AIA gallery in September.

Robert Bowden will exhibit thirty-five new water colors at the A.I.A. Pittsburgh Gallery, 211 Ninth Street, from September 19 - October 17, 1997.

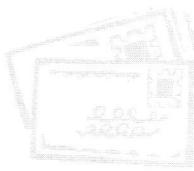
The exhibition is entitled "Aspects of Pittsburgh, 1997", and includes the image of AIA Pittsburgh's headquarters' building featured on the cover. A preview reception of the exhibition will be held on September 18, from 5 p.m. to 8 p.m. and is open to the public.

The subject matter is post-industrial Pittsburgh's urban landscape in the spring and summer of 1997.

"Aspects of Pittsburgh, 1997" is Robert Bowden's eleventh one-person exhibition. He is represented in New York by Nicholas Davies & Co., Greenwich Village, and Hubert Gallery, 1046 Madison Avenue.



LETTER TO THE EDITOR



Dear Cheryl:

Thanks for the copy of the July/August issue of Columns. The article on the Rock and Roll Hall of Fame poster litigation was well written. The positions of both parties in the suit were very clearly presented, and I'm sure members who read it will be better informed on this issue than they were before. Please let me know of any further developments that come to your attention.

Sincerely,
 DAVID K. PERDUE
 ASSOCIATE GENERAL COUNSEL
 AMERICAN INSTITUTE OF ARCHITECTS
 WASHINGTON, D. C.

SPARKLEchitecture

AIA Pittsburgh's front window needs you! We are planning on being the best Sparkle Site this holiday season but won't be unless you help!



We will feature a tree festooned with architecturally themed holiday decorations in our front window. We will also display a limited number of original design holiday cards in the window. Like the tree ornaments, the cards should be original designs by architects or by an architectural firm.

Decorations and cards for all winter holidays are welcome, including Christmas, Chanukah, Kwanza and the Winter Solstice.

For more information and to participate, call Gloria Forouzan at the Chapter office, 471-9548.

Conservation District Sees Increase

The Allegheny County Conservation District announced an increase in fees charged for technical review of erosion and sediment pollution control plans submitted pursuant to Chapters 92 and 102 of the Pennsylvania Clean Streams Law. The revised fee schedule became effective July 1, 1997 and range from \$125 for 0-99 site acreage to \$1200 + \$5/acre over 100 for 100 or more acres.

MARKETPLACE

IDEAL ARCHITECTURAL OFFICE SPACE Two Locations

- Heart of Cultural District, 808 Penn Avenue, offers river view. 12' ceilings, loft, massive beams 2-400 square feet. Three floors available, elevator building.
- Pleasant Hills, 91 Terence Drive, off Curry Hollow, 3000 square feet, stone floor entry, atrium reception, multi-level. Full kitchen, paneled executive office equipped with bar, bathroom with shower. Free parking.

Conferences

The American Society of Architectural Perspectivists will hold **Architecture in Perspective 12** October 23 - 28, 1997 in Memphis, TN. The registration deadline is September 23, 1997. Late registrants will be charged the nonmember rate. For more information and registration, contact Alexandra Lee at (617) 951-1433 x225.

Continuing Education

Architects who need to fulfill their continuing education requirement for membership maintenance in the AIA may want to consider the **National Council of Architectural Registration Boards' Professional Development Program**. It is an affordable and easy-to-use monograph program worth 30 AIA Learning Units in health, safety and welfare categories. For more information or to order NCARB monographs, call the Council office at (202) 783-6500, or visit their web site at <http://www.NCARB.org>.

BOCA Code Update

The City of Pittsburgh has adopted the **1996 BOCA code** and copies are available at the Pittsburgh Bureau of Building Inspection. Some of the differences from past years represent the first stage in the code development process to move toward a single building code for the entire country. The 1996 codes use the designation "Chapter" for main divisions instead of the designation "Section" used in the 1990 codes. The BOCA National Building Code/1996 has a new format that includes Chapter titles, content and sequence of chapters exactly the same as shown in the "1993 BOCA National Building Code Reorganization Summary". The International Mechanical Code/1996 replaces the BOCA Mechanical Code. Finally, the 1996 Pittsburgh Amendments to the codes have been reduced to a necessary minimum by removing obsolete and non-relevant changes including the amendment to Section 3406.0 Historic Structures (formerly Section 513.0). Thanks to Bernard J. Liff, FAIA who serves as chairman of the Board of Code Review for bringing this to our attention.

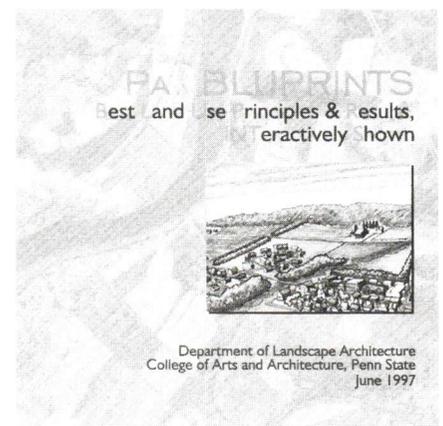
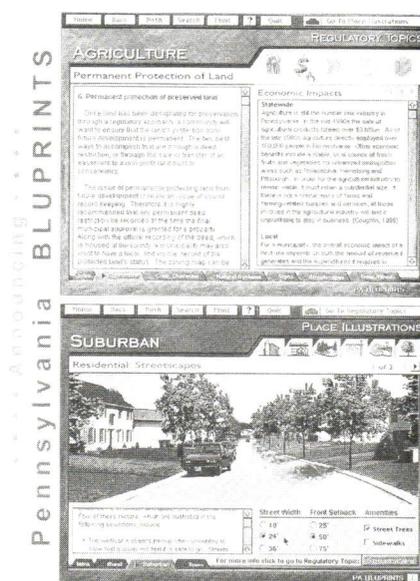
COMPETITIONS

■ The Concrete Reinforcing Steel Institute announced the **1998 Design Awards Competition** of North America co-sponsored by *architecture*. All predominately site-cast, conventionally reinforced, concrete structures can be entered. Eligible projects must have been completed between January 1, 1995 and October 27, 1997 in the U.S., Canada or Mexico. For more information and to request a set of entry submission regulations and materials, fax to (847) 517-1206. Deadline is October 24, 1997.

■ The Wood Products Promotion Council announced the **1997 Wood Design Award Program** recognizing design excellence and innovative wood use in residential and nonresidential buildings and architectural interiors, either new or remodeled. Entries are invited for wood projects completed since January 1994. The deadline for submissions is October 10, 1997 and entry materials can be obtained from Judy Durham at the Architectural Woodwork Institute by phone (703) 733-0600 or fax (703) 733-0584.

BLUPRINTS CD-ROM Now available

Pennsylvania BLUPRINTS (Best Land Use Principles & Results, Interactively Shown) is an educational multimedia CD-ROM of innovative, yet practical, land use regulatory techniques. Everything shown can be used in PA communities today. This is supplemented by further information including Solicitor's Notes, Citizen/Taxpayer's Notes, Engineer/Developer's Notes, Economic Impacts and References; and a collection of image simulations and actual examples to clarify and illustrate regulatory concepts that are currently difficult to understand in typical text-based ordinances. Three copies are available for viewing through the Allegheny County Department of Economic Development (call Kay Pierce at 350-4356). To order your own copy of the CD-ROM, send a check for \$14 made out to "Penn State University" to the Penn State Dept. of Landscape Architecture, 210 Unit "D", University Park, PA 16802-1429.



BLUPRINTS helps clarify and illustrate model regulatory concepts.

IMAGE OF PA BLUPRINTS COURTESY PENN STATE DEPARTMENT OF LANDSCAPE ARCHITECTURE.

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Marketing for Success

by Cheryl R. Towers

Firms often confuse marketing with public relations and advertising. But is it more than that?

Marketing as an idea is simple. Marketing is everything you do to get or keep clients. It sounds straightforward, but few people really understand the far reaching implications of that statement. For instance, what kind of marketing are you doing if your receptionist is a grouch? If photographs of your work are grainy and unclear? If your proposals carry misspellings, poor grammar and convoluted sentences? If you rarely perform any community service, always eat lunch at your desk, never follow up to see if a client is happy with a job you did, and never refer work to your colleagues, even when you're too busy to handle it yourself. Not a pretty picture, is it? And that's the point.

Marketing is all about how you present yourself to the world to get or keep those clients you so badly want and need. The message is that we are marketing all the time, whether we know it or not. The trick is to have good practices so ingrained in our thinking and actions that we always present ourselves as individuals and companies that others want to associate with.

The first step is to perform quality work and do what you say you are going to do. Remember the mantra: on time and on budget. Better yet, early and under budget. But why? Again, the reason is simple: the easiest work to get is work that comes from referrals and repeat business. If people know you and know that you do a quality job on time and on budget, *they will sell you*. Richard Glance, AIA, for instance, sends out a client satisfaction question-

naire with a self-addressed stamped envelope at the completion of every project. Those replies are then used in future proposals, and clients, impressed by his client-centered approach as well as the quality of the work, go out of their way to refer him to others. And, if they have future work, he's their architect of choice.

Every practice also needs a niche or niches. A niche can be anything from correctional facilities to high end residential. You have to determine the sort of client you want, the kinds of projects you can get enthused about, and your ability to do those projects. That has to be balanced against the probable work available locally and in other areas. Is this a niche you can afford to carve out?

In marketing terms, you want to become the *preferred provider* in your niche, the perceived expert. You do that by not only doing quality work, but by *adding value* to that work. One architect gives clients a sketch of their finished residence which they can frame or reproduce as notecards. It's a nice touch, costs him very little and helps cement the client relationship and insure referrals and repeat business.

As an active marketing step, the most important action you can take is staying in front of current and potential clients. This is not only the annual holiday card and the occasional talk at the service club luncheon. It means developing and implementing a proactive plan for a mix of activities. In addition to defining your niche and determining prod-

ucts, services and pricing, there is the entire gamut of promotional activities: advertising and public relations, and community service. Send people notes, become an informal clipping service, go to lunch, volunteer to be involved in community activities, do a quarterly newsletter, write articles and send them to people you know they might interest (in addition to Mom), become a resource to the media on special topics. Don't be a pest or come across as an unrelenting publicity hound, but don't disappear, either.

Andy Jamrom, AIA has been in the profession for five years. While he's still in the early stages of his career, he says that his associations with others are definitely what bring him the business he has. "I took a different route," says Jamrom, "and was one of the last people to come up

through the apprentice system rather than attending architectural school. Because my Dad is an architect, I've been around the profession for a long time and have had the advantage of seeing what works. Being around people who know what I can do and are willing to tell others or hire me themselves is the best way to get business." For Jamrom, this awareness of his abilities and services along with his liking to collaborate with others on projects keeps him in touch with his current and potential client base.

Harvey Mackay, a corporate CEO and best selling author (*Swim with the Sharks without Being Eaten Alive* and *Beware the Naked Man Who Offers You His Shirt*), began developing his Rolodex® as a teenager. He has thousands of names in it. And believe it or not, he keeps in touch with all of those people at least once a year with a

What the professionals are saying...

"It's important to have a measurable marketing plan so you can track results and see if your efforts are really paying off or not." — CHUCK HAMLIN, SENIOR VICE PRESIDENT PUBLIC AFFAIRS, AMERICAN INSTITUTE OF ARCHITECTS

"You need to have segmented thinking about potential target markets so that you can really understand the needs of each individual segment and how you can meet those needs most effectively." — SALLY MIZERAK, PARTNER, MIZERAK TOWERS AND ASSOCIATES, INC

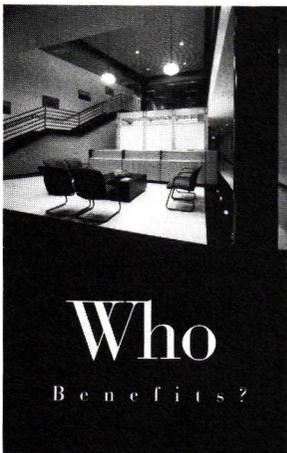
"I've read — and heard it said repeatedly among marketing professionals at the highest levels in any industry — that if you can't state what business your firm is in, what services you provide, in one sentence, you haven't focused your marketing effort enough." — RENAE HARDOBY, DIRECTOR OF BUSINESS DEVELOPMENT, HAYES LARGE ARCHITECTS

"As human beings, your clients and prospects can live for about 14 days without water, a month or less without food. But they can survive for years on end without once remembering that your firm could do something useful for them. So you have to remind them. Whether you send postcards or newsletters or run ads or be a sponsor or call them up or take them to lunch, the first principle is *do* something — and do it often — to remind them that you exist." — HOLLY VAN DINE, MARKET DEVELOPMENT ASSOCIATES

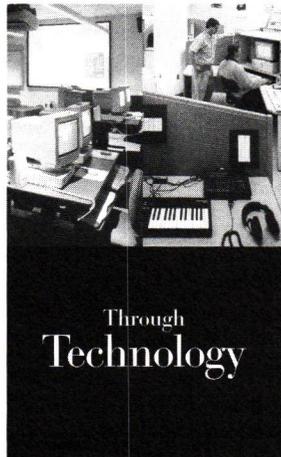
"Invest in good quality photos of important projects. It may mean the difference between the cover and an inside mention with a postage stamp-sized image. And when you're marketing, put people in your photos. You may want to see pure architecture, but potential clients want to know the space is inhabitable by human beings and want a sense of scale." — CHERYL TOWERS, EDITOR, COLUMNS

"Keeping a current customer costs far less than finding a new one. Retention of current customers is the most cost-effective way to increase sales and build your business." — RICK GOLDBERG, "TARGET MARKETING FOR SUCCESS," 10 SECRETS OF MARKETING SUCCESS: HOW TO JUMP-START YOUR MARKETING, RICK CRANDALL, ED., INSTITUTE FOR EFFECTIVE MARKETING, SELECT PRESS, CORTE MADERA, CA, 1997.

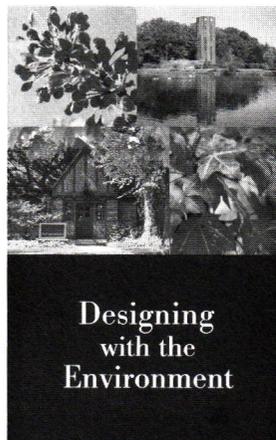
Interior Design



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Landscape Architecture



Hayes Large Architects tailor brochures to each segment of the market.

Developing a Marketing Plan

- **Mission/Vision/Goals**

What do we want to be?

- **Situation Analysis**

Where are we now?

- Internal environment
- External environment

- **Problems and Opportunities**

What might improve our outcomes? Interfere with our outcomes?

- Trends and forecasts
- Gaps

- **Marketing Program Goals**

Where do we want to go—by market segment

- specific (quantifiable)
- realistic
- important
- prioritized

- **Marketing Strategies**

How are we going to get there?

- **Marketing mix**

What services/opportunities will we offer at what price through what distribution channels promoted how?

- **Marketing Budget**

What resources will it take?

- Resources: money, people, time

- **Marketing Action Plan**

Who's going to do what?

- Detailed breakdown of activities for each goal or strategy
- Responsibilities by name
- Activity schedule in milestone format
- Tangible and intangible results expected from each activity
- Contingency strategies

- **Monitoring system**

Are we on target?

Did we succeed?

Courtesy Mizerak Towers and Associates, Inc.

personal note, an article, a call or by some other means. Many receive far more frequent attention. It helps to have unlimited energy, an already successful business and no need for sleep to keep up Mackay's pace, but you don't have to start at his level to be effective. And email is a wonderful way to keep up with people in a quick and relatively non-intrusive way. Prioritize and keep at it.

For Wendy Powers, a fifth year CMU architectural student who spent the summer working with Richard Glance, "Actually working in the field is an incredible learning experience after taking a course in the business of architecture. Watching theory come into play, and seeing how you have to apply the principles of marketing that we were taught is a real eye opener."

Glance adds that "the local (AIA) chapter has done a wonderful job in marketing us as a profession, and letting people know what architects do." Maureen Guttman, AIA, has a solo practice and is the former chapter president. She's even more emphatic than Glance about how involvement with AIA has "paid off" for her own practice. "Architects are problem solvers by nature," says Guttman, "and AIA gives us all sorts of opportunities to showcase that. That definitely translates into dollars down the road." She has been politically active in her home (Mt. Lebanon) school district, and finds that neighbors who learn that she's an architect call for advice, then begin either using her services or refer her to others. And this is often without knowing the quality of her architectural work up front. "The work quality has to be there, of course," she continues. "But having the opportunity to be known as someone who knows how to problem solve opens the door in the first place."

Marsha Berger, AIA finds the AIA membership directory to have enormous impact for her. "I would say that 90% of the cold calls that I get for information are because of the directory," she states. "After that, probably 50% of my business comes from those calls." Notably, Berger reports that the other 50% of her projects are either referrals or additional work from former clients.

Marketing is a different world for large firms, although the basic principles remain the same. Larger firms are more

likely to have a written business and marketing plan than smaller ones, but every firm — large or small — should have at least the outline of a plan written down. Plans are like a road map — if you don't have one, any road will get you there because you don't know where you're going anyway.

David Hoglund, AIA, principal in charge of the Pittsburgh office of Perkins Eastman Architects, P.C., says, "The firm develops an annual business plan which focuses heavily on marketing and business development. The senior staff assist in developing the individual business marketing plans, based on their experience and interest in different market sectors. The principals coordinate and lead the effort, meet to decide where the firm's focus and emphasis should be in any given year, and explore long range development of market sectors over several years."

The most obvious advantage a large firm has is a marketing staff. Typically, these staff members can drive the development of plans and handle much of the detail in carrying them out such as organizing presentations, calling on potential clients, seeking out and drafting proposals, and developing brochures and other written materials. Moreover, they are in a position to actively promote the architectural profession, much as the AIA does, because they know that promoting the profession can only help the firm. Renae Hardoby, Director of Business Development for Hayes Large Architects reports that "I've heard it said by a principal in our firm that people should be afraid *not* to hire an architect. And it's our job to be better advocates so that the feeling becomes the rule, not the exception. People see the cost, and not the benefit. We need to turn that perception around."

Firms shouldn't be misled into thinking that a professional marketing staff can do it all. Ultimately, this is an architectural business, and architects must be involved in setting the direction and making critical client contact. Staff can do a great deal to lift the burden of preparatory work and implementation, however.

Large or small, though, the client is the focus, and any successful firm always keeps that in mind as the key to their marketing strategy. Stefani Ledewitz, AIA, senior as-

sociate at Perkins Eastman points out that "A good relationship with a client is an investment in more than one project, and we have had the good fortune to develop strong professional and personal ties with clients since the opening of both our offices." Hardoby adds that, "First, know yourself. Understand and have consensus among the leadership on the firm's vision and mission. Have the good sense to focus on your strengths, as well as the good sense to recognize your limitations."

Moreover, for anyone in the practice at any size firm, being recognized for your expertise is an excellent way to achieve visibility and credibility. A prominent university professor once explained to me that in lofty academic circles, it's not so much the acts of writing, publishing and presenting that count, but how often others cite you as a source or an expert. Obviously, you still have to do the writing, publishing and presenting to be visible enough to be known as a source, but taking the next step into the arena of recognized expertise will set you apart.

A good example of this occurred over the summer within the Pittsburgh chapter. In response to discussion about whether or not the Parkway East should be lowered east of the Fort Pitt Bridge, thus creating the opportunity for the City to build a park on top of it, Anne Swager sent a letter to the editor in support of lowering the highway. Within a few days, the *Post-Gazette* published an editorial also strongly endorsing lowering the highway and creating the park, citing Anne's letter as a catalyst for the editorial. That is the kind of marketing money simply cannot buy.

We hope that this review of the importance of marketing to the success of your practice will stimulate you to review what you are doing in your own firm, and to try something new or intensify your efforts. Management theorists tell consultants that they need to spend at least 25% of their time marketing in order to generate sufficient business. Do you? Maybe you're busy because of the booming economy. You may think that you don't have to market, but review your thinking. You need a backlog of referrals and

good will for the day when the economy isn't nearly as robust. And, you may be doing more than you realize.

For more information on marketing services provided by the AIA, call the chapter at 471-9548. The Society for Marketing Professional Services also offers professional development services to its members. SMPS can be reached through Paul Messineo, Jr., 823-2020. 

Marketing Checklist



Questions to consider about your firm's approach to marketing

- Have we done a situational analysis of where we are and the environment in which we're operating?
- Do we know where we want to go? Have we identified what segments of the market we're after?
- Have we identified a niche or niches for our business? Are we the preferred providers for our services in our niche?
- Have we thought through and determined an appropriate marketing mix (services and products, price, advertising and public relations, community service, merchandising, etc.)?
- Are we competitively priced?
- Are we constantly reminding people that we exist?
- Are we doing everything we can to maximize client referrals and repeat business?
- Are we maximizing our use of technology as appropriate?
- Are we honing our business skills as well as our architectural skills?
- Are we taking advantage of opportunities to collaborate with other architects?
- Do we refer others? Are we known as a firm that's a "team player" in the profession?
- Do we perform community service in the right environment to advance the profession and therefore our own business?
- Do we seek client feedback? Are we a client centered business?
- Is our plan realistic? Ambitious enough? Too ambitious?
- Are we measuring our results and monitoring our progress? Are we adjusting our plan to reflect this evaluation?
- Are we doing the very best job possible every time we perform a service or provide a product?
- Are we active members of AIA?

What is your chapter doing to market your profession and your firm?

by Cheryl R. Towers

“Marketing the profession of architecture and showcasing member firms and architects are two of the main goals of AIA Pittsburgh,” according to chapter executive director Anne Swager. The chapter is developing a plan to expand its activities further and get more mileage from its current undertakings. In the meantime, here’s a look at many of the important activities undertaken on behalf of members.

Community Input and Impact

■ Architects have talents that can benefit the community greatly, yet their services are often not utilized when public policies are created. The chapter works to help architects attain a **voice in policy** circles. A prime example is “Reshaping the Region”, a series of forums and a charette that focused attention on the need for a more sustainable community, especially where development practices are concerned. As a result of this ongoing process, members and staff are being invited to speak and be involved with policy forums previously closed to them such as the Southwestern Pennsylvania Regional Planning Commission and the Downtown Plan Advisory Board.

■ In 1993, the Chapter moved to 211 Ninth Street, reflecting a decision to occupy **street level, storefront space**. At the same time, the Community Design Center moved in to share the space, thereby creating a center of activity and information for architects and the community. Communication between the two organizations increased their joint effectiveness.

■ The **gallery** space helps make architects and architecture more approachable by bringing in a wide range of groups and individuals throughout the year to participate in and view exhibitions. There are approximately 10 exhibitions annually; staff curated three of them in 1997.

Programs and services

■ The **annual design awards** provide tremendous visibility to those who enter. All entries receive publicity, plus the awards given add prestige to the architect’s practice. Historically, the awards have received lead coverage in the *Pittsburgh Post-Gazette* magazine section with feature coverage in *Executive Report* and *Architectural Record*. The November issue of *Columns* is devoted solely to coverage of the awards and entries are exhibited in the AIA Gallery.

■ The **members’ directory** is published every other year, and lists chapter member firms, individuals, and professional affiliates. It also contains consumer information, and breaks firm information down by type of work done and the size of the firm. The directory contains advertising and information on other resources.

■ The **resource center** is open to the public. Firms may leave a portfolio of the type of work they do, business cards and brochures. The center is advertised in the *Yellow Pages* and in *Pittsburgh Magazine* periodically. It is used by three or four people per week, and several architects have gotten work as a result of participating. More advertising and promotion is planned for the resource center in the future as staff time to service it permits.

Communications: advertising, public relations, promotion and publicity

■ **Columns**, the chapter's monthly magazine, is the core marketing communications activity for the chapter. Its readers learn about members, programs and activities. They experience articles that describe what architects do to make the region a better place in which to live and work. And it is the chapter's central method of communication both within the profession and to many outside of it. The chapter has over 600 members in all categories and 130 member architectural firms; the mailing list for *Columns* is 2300. The magazine goes to every licensed architect, interior designers, landscape architects, all MBA contractors, policy makers, the media, leaders of relevant non profit organizations, and others.

Columns expanded by four pages in July and will probably expand again within the year. Its mix of serious think pieces, discussions of technical issues and light-hearted feature stories both inform readers and humanize the profession.

■ An ad in the **Yellow Pages** produces approximately 20 calls per week. Callers are sent a copy of the directory, a booklet entitled "You and Your Architect", and are invited to visit the chapter's resource center. The booklet explains what architects do, the stages of construction and design, how architects charge, etc.

■ The chapter receives **referrals** from AIA national of people who have called their 800 lines. National sends the name to the chapter, and the chapter sends the same package as individuals who respond to the *Yellow Pages*, plus a copy of "Architects Bite!" which explains what architects do and why their services are needed.

■ A half page ad in the annual **Book of Lists** published by the *Pittsburgh Business Times* provides six firms as well as the chapter with an opportunity to advertise in a medium whose demographics match architects' target audiences. The ad is a take-off on a national advertising campaign run by AIA national.

■ *Pittsburgh Magazine* has used chapter assistance for the past three years for the **Annual Home Design Contest**. The chapter selects the jury for the contest and generally advises the magazine on conducting the contest.

■ The executive director replies to **reporters' queries** on a regular basis. At least ten times per year, there is a request to interview relevant architects for a major story. As a result of this, the chapter is developing a list of experts on various topics and pitching specific story ideas to the media.

■ A **website** is in development which will list all chapter activities, products and services, plus up to the minute program information. It will eventually link to member firms that also have websites and/or email capability.

■ Chapter staff **initiate letters to the editor** on a regular basis and work with the media to provide **technical expertise** where appropriate.

Member firms and the Chapter can learn much from each other by sharing information and ideas for successful marketing strategies. If these strategies mirror each other to some degree, they will help fulfill one of the basic tenets of good marketing: leverage results wherever possible. In plain math, $1 + 1 = 2$.


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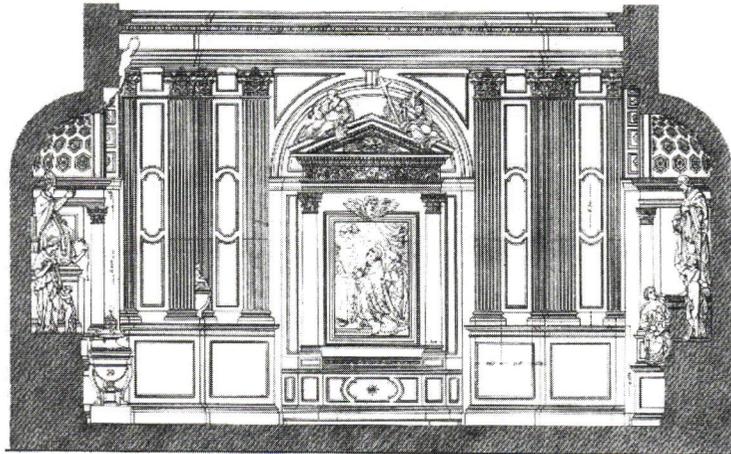
Architects Bite!

This is just one of the strange
 ideas people have about architects.
 Here are some others ...

Building Documentation: A Student Exercise Produces A Valuable Community Resource

by Gerard Damiani, AIA

Students engage in an activity that enhances their skills as future architects, strengthens the University's ties to the community and in turn gives the community important information.



An example of a documentation drawing of *Edifices De Rome Moderne* by Paul Le Tarouilly courtesy of Gerard Damiani, AIA.

"The students seemed genuinely excited when informed by Councilwoman McDonald that by completing the drawing documentation process, they were helping to contribute to the process of community revitalization."

—GERARD DAMIANI, AIA

Each year first year Carnegie Mellon University architecture students are required to document the "existing conditions" of a building in Pittsburgh, including generating a set of reproducible drawings including floor plans, sections and elevations. There are multiple benefits to this exercise. First, and perhaps foremost, the students learn important lessons in the drawing and documentation process of an existing building. These fundamental skills will be used throughout the course of the student's education in the Department of Architecture. In addition, the drawing documentation process provides a valuable resource for the building owner. The drawings represent a recorded set of existing conditions that the owner can use in any number of ways.

The process of documenting historic buildings is nothing new to architects. There has been a long tradition of this type of practice of documentation with the works of such individuals as Letarouilly, Percier and Fontaine, and the French Academy of Rome students of the Ecole des Beaux Arts. However, the difference in our urban and rural landscape is that most less significant buildings have gone by unnoticed and undocumented. It is the goal of the Depart-

ment to give back to our communities documentation which will strengthen our knowledge of Pittsburgh's unique archetypes.

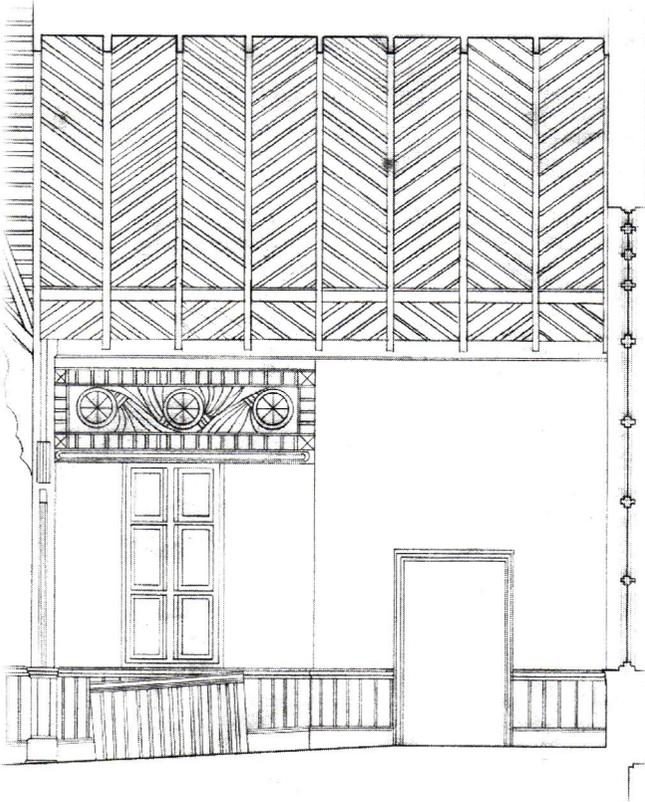
The student observes great works of architectural delineation such as a Paul Letarouilly "Edifices de Rome Moderne", not as historic artifacts but as valuable forms of inspiration in the art of drawing and precision of representation. The act of documenting an historic building provides students with the understanding of buildings, structure, spatial logic, circulation, craft and detail. Typical methods of architectural education focus on working from the general — project programmatic needs, site contexts etc. — to project specifics. In the case of documenting historic structures the student has to reverse the design process and work from the specific and edit in order to document.

Another important lesson which is instilled in the first year architecture student is the need for team work and communication. Students work in small teams sharing information with other student teams. Site sketches and field notes help determine the characteristics and consistency of the building. It is this process that awakens students'

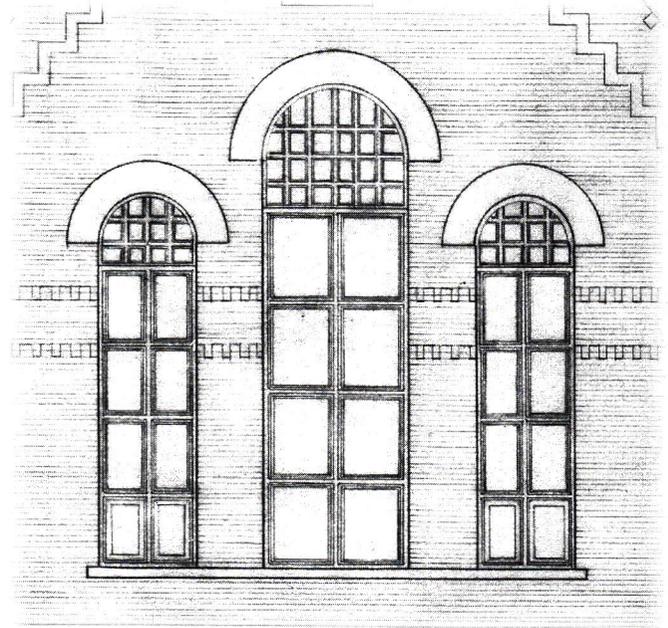
understanding about a building's consistency and continuity, much like the way Frank Lloyd Wright spoke about the consistency of architecture as a weave where the information of a building's logic is strengthened by such a process of understanding.

This exercise achieves another very important objective, and that is strengthening the connection between the Carnegie Mellon University Department of Architecture and the community. Students in the Department of Architecture are very fortunate that the city of Pittsburgh, and the surrounding communities, exist as a kind of "working laboratory". This project initiates students to the city as a place of speculation and inquiry which ultimately culminates in the fifth year urban design studio. The drawing-documentation exercise immediately involves the student in important design issues, including taking a proactive commitment to our communities and cities, and developing a sensitivity to our historic past.

This year, the first year program has had the pleasure of working with Edward Meeks and Reverend Edward Lee of the Homewood Tabernacle Church. During the fall of 1996,



**Detail from Homewood Tabernacle Church
Section Drawing by Fanny Pavlov.**



**Detail from Homewood Tabernacle Church Elevation
by Todd Connelly.**

Reverend Meeks contacted Bruce Lindsey, first year program coordinator and Associate Department Head, about the possibility of CMU students generating drawings of the church's existing conditions. Professor Lindsey and the first year faculty, Marsha Berger, AIA, Safwan Aly, Gerard Damiani, AIA, Rebecca Boles and Brock Onque felt that this was an excellent opportunity to reinforce valuable documentation skills to the students and also to strengthen the Department's community involvement.

The Homewood Tabernacle Church, located at the intersection of Homewood Avenue and Tioga Street in the Homewood section of the city, is a building of historical significance. The building has been designated as an Historic Structure. Reverend Meeks, Reverend Lee and Michael Eversmeyer, AIA from the Department of City Planning, as well as others, have worked tirelessly to achieve this designation status. It is one of a number of historically relevant buildings in the Homewood-Brushton corridor.

The Homewood Tabernacle Church was the church that the late City Council member Reverend Dwayne Darkins

presided over. It is a potentially beautiful facility that has suffered over the years because of differential settlement, structural and water damage, and neglect. It was the wish of Reverend Darkins to one day have the church restored to its original splendor. Edward Meeks and Pastor Edward Lee as well as Pittsburgh City Councilwoman Valerie MacDonald have taken it upon themselves to see that Reverend Darkins' dream is realized. CMU and the Department of Architecture are pleased to be able to assist in this effort.

Churches have long been one of the strengths of predominantly black communities. They serve as places of worship, and also traditionally provide a variety of important community service functions. Meeks, Lee, and MacDonald spoke passionately about this issue when they addressed the first year architecture students. They suggested that the restoration of the Homewood Tabernacle Church could be a catalyst for additional economic and social activity — further strengthening the community. The students seemed genuinely excited when informed by Councilwoman McDonald that by completing the drawing docu-

mentation process, they were helping to contribute to the process of community revitalization.

First year design students have learned valuable lessons about the "social" responsibility of architecture and that the work they complete in studio can be very real, and very purposeful. For the department, this activity provides a needed connection between it and the community. It provides the encouragement to help students understand the method and craft of drawing, teamwork skills and the need for a proactive commitment to our cities and our historic past.

Anyone who knows of any historically relevant structures in the city which are in need of documentation should contact the Carnegie Mellon University Department of Architecture 412.268.2355. 🏠

Gerard Damiani, AIA and Brock Onque are adjunct faculty members at Carnegie Mellon University, Department of Architecture and are members of Studio d'ARC Architects, an architects' collaborative.

From the Firms

► **WTW Architects** has teamed up with Colorado Springs-based N. P. Daley Architects and developer Pacific Holding Co. of Denver to add three new buildings to the Briargate Business Campus in Colorado Springs. Flexibility for varied tenant needs is the hallmark of all three buildings' design, according to WTW senior principal and chief operating officer, **Richard De Young, AIA**.

P. Richard Rittelmann, FAIA and S. Faruq Ahmed of **Burt Hill Kosar Rittelmann Associates** presented "Planning the Infrastructure for Campus-Wide Information Technologies" at the Annual Conference of the Society of College and University Planning, Mid-Atlantic Region Spring Conference in Richmond, VA. The lecture presented a planning process where all the technologies are considered collectively.

Baker and Associates, a unit of Michael Baker Corporation, has received a contract from the Baltimore District of the U.S. Army Corps of Engineers to design a new air traffic control tower for the Johnstown-Cambria County Airport.

The Pittsburgh office of Turner Construction Company has been selected by the Pittsburgh Penguins to serve as the construction manager for the \$9 million expansion and renovation project at Pittsburgh's Civic Arena.

Kudos

► Congratulations to **Vivian Loftness, AIA**, Department Head and Professor of Architecture, Carnegie Mellon University upon inclusion in a new book entitled *Journey of Women in Science and Engineering: No Universal Constants*. Co-authored by Susan A. Ambrose, Kristin L. Dunkle, Barbara B. Lazarus and Indra Nair of CMU along with Deborah A. Harkus of the University of Washington, the book is a collection of first-person profiles of 88 women scientists and engineers who have pursued careers in the "non-traditional" fields of engineering and science. In addition to the personal profiles, *Journeys* also includes a thorough introduction to the history of women in science and engineering, and indexes the profiles by field of specialty and employment sector. The book was published in July 1997 by Temple University Press, Philadelphia, PA.

SAI Consulting Engineers, Inc. is a recipient of the 1996 award for outstanding New Single Span Structure for the Braeburn Bridge in Lower Burrell, PA. The annual award is presented by the Pittsburgh Section of the Association for Bridge Construction and Design.

Business Briefs

► The Butler office of **Burt Hill Kosar Rittelmann Associates** has announced the promotions of four staff members to Associate. Dianne L. Sinz is the Director of Client Services, Troy J. Lunn is a project manager in the K-12 Design Division, **Jeffery G. Cairns, AIA**, heads the Computer Aided Facilities Management group, and John H. Reddick is a member of the Healthcare Division.

Jody R. Schurman, Associate AIA, and a Carnegie Mellon University graduate, is the latest addition to the professional staff at **WTW Architects** of Pittsburgh.

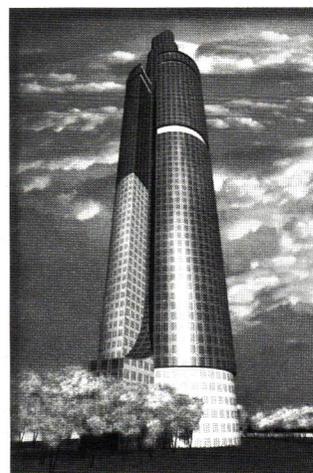
SAI Consulting Engineers, Inc. announced the addition of Leonard J. Oyler, P.E. as a project manager in the Highway Group.

As of June 1, 1997, **Larsen and Ludwig, Inc.** has been operating as **LLI Technologies Design Group**.

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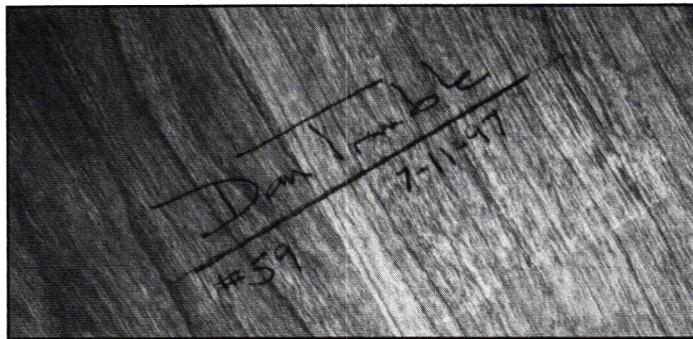
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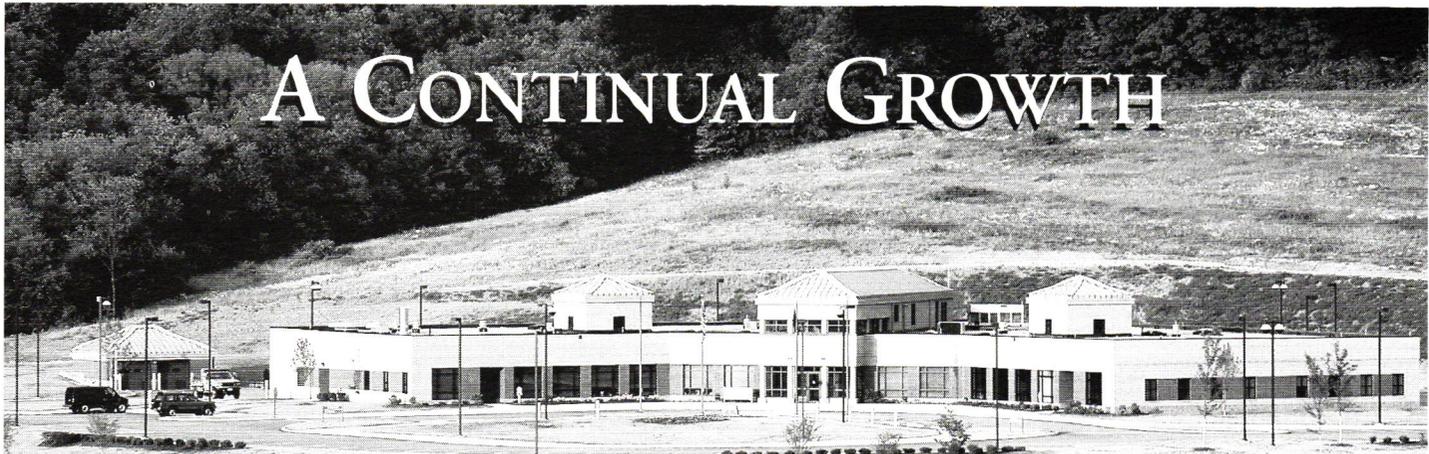


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AIA ACTIVITIES

September 5, Friday

Communications Committee Meeting, noon at the Chapter office, 471-9548.

September 9, Tuesday

AIA Pittsburgh Board Meeting 5 p.m. at the Chapter office. All members are welcome, 471-9548.

September 10, Wednesday

Professional Development Committee Meeting, noon at the Chapter office, Carl Freedman, AIA, 462-9300.

September 12, Friday

Committee on the Environment, noon at the Chapter office, Gary Moshier, AIA, 231-1500.

September 15, Monday

Tod Williams, FAIA, Lecture, see page 27 for details.

September 18, Thursday

Urban Design Committee Meeting, noon at the Chapter office, Arch Pelley, AIA, 456-0900.

September 19 - October 16

Bob Bowden Water Color Exhibit. Reception September 18, 5-8p.m.

AIA-MBA will not meet in September.

OUT OF TOWN

September 6, and September 20

The Health Facility Design Guidelines Workshop sponsored by the American Institute of Architects will be held in Boston. For information, call the AIA information line at 800/242-3837.

October 28 - 30

METALCON INTERNATIONAL '97 in Atlanta, GA, the 7th Annual Conference and Exhibition for the Metal Construction Industry sponsored by the Metal Construction Association. For more information, contact Claire Kilcoyne (800) 537-7765 or email PSMJ@tiac.net.

November 6 - November 9

AIA National, the U.S. Green Building Council, and the U.S. Dept. of Energy will co-sponsor a joint Professional Interest Area forum entitled "**Environmental and Economic Balance: The 21st Century Outlook**" in Miami, FL. For a detailed brochure call (800) 242-3837 or visit the website at www.aiaonline.com

CALENDAR

AROUND TOWN

September 9, Tuesday

CSI will host Steve Greenberg, V.P. for Stadium Development, Pittsburgh Pirates, who will speak on "**Regional Development Sales Tax Referendum**." The program will be held at the Wyndham Gardens Hotel with the social beginning at 6 p.m., dinner at 6:30, and the presentation at 7:30. Cost is \$20. For more information, contact Sheila Cartiff at (412) 823-5063.

September 16, Tuesday

Architrave's First Annual Golf Outing, at Hickory Heights Golf Course in Bridgeville. Shotgun is at 9:30 a.m., enjoy lunch at noon, followed by more golfing and dinner at 4. Cost: \$100/per person, \$350 for a foursome, (includes golfing, lunch and dinner). Please RSVP by September 2 to Traci McGavitt at 1-800-889-7189.

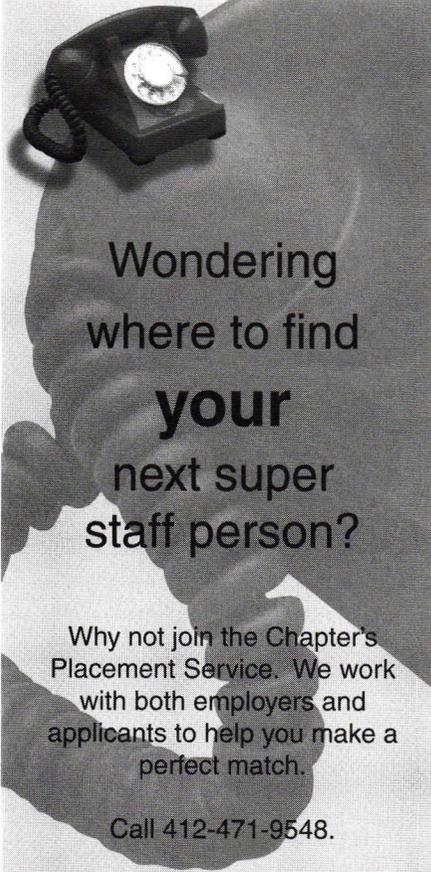
September 18 - 21

AIA members and guests are invited to join an **International Conference of CADD Users and Experts** co-sponsored by AIA Pittsburgh and Three Rivers ARRIS Users Group. For details, call Jim Morgan, AIA (412) 765-1133 x240.

UPCOMING

October 20, Monday

AIA Pittsburgh Design Awards, at the Byham Theater. Reception at 6:30 p.m., awards presentation at 7 p.m.



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Fallingwater: Frank Lloyd Wright's Romance With Nature

by Robert J. Bailey, AIA

More insight into a beloved local treasure from its curator.

Another book on Fallingwater? Hasn't the subject been exhausted? And now, a *small* book about Fallingwater? Shouldn't any further publication be a tome, the definitive work, the last word?

Lynda Waggoner, curator and administrator of Fallingwater, has produced *Fallingwater: Frank Lloyd Wright's Romance With Nature*. In the fall of 1995, I had the pleasure of hearing Ms. Waggoner deliver the keynote address at a conference of which Fallingwater was the theme. She has been involved with the place much of her adult life beginning as a guide while in high school. I had the opportunity to speak one-on-one with Ms. Waggoner to ask her a few "inside" questions; she knew Edgar Kaufmann, Jr. well. Lynda Waggoner understands Fallingwater in a way that few others alive do. Her book is significant because she is a direct link to the Kaufmanns and an indirect link to Wright.

The thesis of her book, certainly heard before, is that Fallingwater is the culmination of Wright's knowledge and love of nature expressed in architecture. The difference, as one will find from reading her book, is that Ms. Waggoner's profound appreciation of what I see as the five "elements" that, co-mingled, are Fallingwater (the Kaufmanns, Wright, nature and the site, the building, and the role of the Western Pennsylvania Conservancy) is clearly evident in her essay, selected passages from other writers, and the photography. Thomas Schmidt, Director of Fallingwater, writes in the forward, "...as the text and pictures in this book illustrate, Frank Lloyd Wright's masterwork is a metaphor for how we can live vitally with nature."

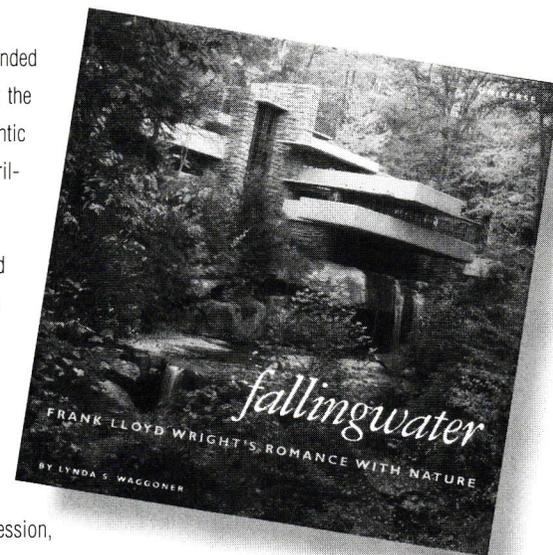
Sixty years after its creation, the romance of the country house on Mill Run continues to fascinate architects and laity alike. Facts are recounted, photography strives to capture the yet uncaptured, legends persist, pilgrimages continue. The circumstances of the project held all the makings of a storybook romance: the introduction of Wright by Edgar Kaufmann, Jr. to his parents; the role of the

Kaufmanns as ultimate clients, wealthy and open-minded to the vision of the master; and a site laden with the drama of a waterfall in a sylvan glen. It was a romantic occasion that Wright rose to and consummated brilliantly.

The seemingly limitless potential of the site coupled with the wherewithal of the client was nevertheless overshadowed by Wright's solution. His genius rose above all expectations; sixty-eight years of study and refinement of the lessons of nature translated into architecture reached full flower in a building so in tune with surrounding natural elements, so soaring in graceful yet dramatic structural expression, it remains unequalled in the breathtaking richness unfolding from every angle, inside and out. "Rising above the waterfall," states Ms. Waggoner, "Fallingwater creates a sense of place the waterfall alone could never have achieved."

Ms. Waggoner interprets Wright's early grounding in the ways of nature and outlines how he carried this passion through until the seventh decade of his life when Fallingwater was conceived. "Fallingwater is his nature poem," Ms. Waggoner writes in her introduction. The format of the book gives prominence to selected quotations from Wright and those whom Wright read — Ruskin, Emerson, Thoreau, LeDuc, Whitman — as well as from Edgar Kaufmann, Jr. A sentence often occupies an entire page. Ms. Waggoner states, "The influence of nineteenth-century writers in addition to childhood days spent roaming his small but fertile world left an imprimature on Wright that resonated in every building he created."

Photographs in the book are by several photographers as well as from the Fallingwater archives. Images of regional flora and natural details shot by local photographer Robert Ruschak are the most sensuous; we sense that is the essence of these details that spoke to Wright. They contrast



"Lynda Waggoner understands Fallingwater in a way that few others alive do. Her book is significant because she is a direct link to the Kaufmanns and an indirect link to Wright." — ROBERT J. BAILEY, AIA

with views of the house, images that speak to us today, still captivating though seen countless times.

This book inspires and invites further exploration, especially for one reading on a basic level and not familiar with Wright's work. An excellent reading list is provided, as well as source notes for all selected passages. Fallingwater achieves uncommon success in the highest mission of architecture, bringing indelible personal meaning to each individual who experiences it. Lynda Waggoner's new book, no mere whimsy of a Fallingwater devotee, succeeds as a concise expression of the true foundation of an architectural legend. 🏠

Fallingwater: Frank Lloyd Wright's Romance with Nature by Lynda S. Waggoner, Universe Publishing, a division of Rizzoli International Publications, Inc., New York, 1997.

Major Restoration Planned for Fallingwater

by Sarah E. Beyer

Temporary shoring is installed as plans evolve for repairs to Western Pennsylvania's most well known work of art.

“The strengthening of the main floor concrete beams will eliminate further need for vertical support from beneath, and the shoring will then be removed.”

—SARAH E. BEYER,
CURATOR OF
EDUCATION FOR
FALLINGWATER

In April 1997, temporary shoring was installed under Fallingwater's main floor cantilever because of the gradual but continuing deflection of the first and second levels, and in preparation for future structural repair work to one of Frank Lloyd Wright's most famous designs. The shoring was designed by Robert Silman Associates P.C., a structural engineering firm based in New York, and installed under their supervision by Hopwood Enterprises, a Uniontown area contractor.

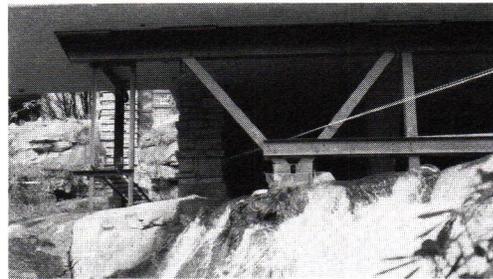
Non-destructive testing, computerized analysis, and historical research conducted in 1995-97 revealed that the main house has not ceased deflecting since its construction in 1936 - 38. The deflection is due to inadequate steel reinforcement in the concrete beams of the first and second levels, which generally appear to have been built as originally designed. In addition, this study confirmed that the second level relies directly upon the first level for its support, via masonry columns and four steel window mullions at the southern edge of the living room.

The temporary shoring represents the first stage of a major restoration intended to stop the gradual but continuing deflection of the main floor cantilever and the second level. Although strong enough to carry the load of the house, the shoring currently serves only as security against further structural damage. When repairs begin, the weight of the house will be transferred to the shoring.

Robert Silman Associates are currently developing the final plan for repair, as they continue to investigate the condition and original construction of the first level. To date, the plan involves attaching post-tensioning steel bars to the concrete beams of the first level, enabling them to carry the load of the first and second levels. The strengthening of the main floor concrete beams will eliminate further need for vertical support from beneath, and the shoring will then be removed. The Western Pennsylvania Conservancy will soon embark upon a major fundraising campaign to fund the repair work. 🏠



ABOVE: View of Fallingwater from the southeast, showing temporary shoring under the main floor cantilever. Sandbags and concrete blocks dam Bear Run so that steel bases may be grouted into place on the irregular stream bed.



LEFT: Detail of the shoring, consisting of vertical steel columns, a long steel beam running the length of the main floor cantilever, with neoprene pads set upon wooden planks to protect the concrete surface. The shoring is snugged up with wooden shims; additional shims will be placed above the beam to transfer the weight of the house to the shoring during the restoration.



ABOVE: Beneath the main floor cantilever, a detail of the shoring during installation. To dry as much of the streambed as possible, water was also pumped away from the work area. Because Bear Run is an Exceptional Value Stream and part of Pennsylvania's Wild and Scenic River system, the Western Pennsylvania Conservancy made sure that the installation crew did not pollute the stream with building materials. Diverted water was filtered before being sent downstream, to keep silt out of the water below the falls, ensuring a healthy environment for native brook trout.

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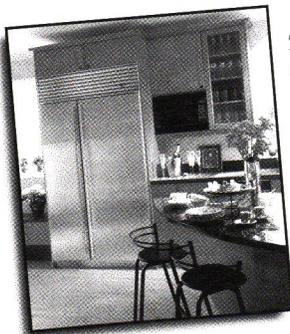
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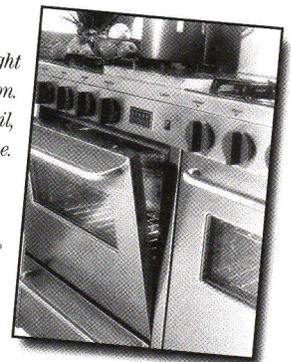
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AIA Pittsburgh welcomes nine new members.

JOSEPHINE B. MOORE, Professional Affiliate

Burt Hill Kosar Rittelmann Associates

Jodie, an interior designer, is the new Director of Business Development/ Interiors Division of Burt Hill Kosar Rittelmann. She received her education at the University of Pennsylvania, the New York School of Interior Design and the Pittsburgh Theological Seminary (M. Div.). She comes to BHKR from Interspace, Inc. where she served in various capacities since 1978. Jodie has an interest in working with the Programs and Exhibits Committees of the Chapter. She has a 13 year old son named Tory.

JOSE EMILIO SANTELICES, Associate AIA

In response to our request for information Jose writes the following note: "Thank you for accepting me in the Pittsburgh Chapter AIA. This is an honor to me, to belong to such important institution. In the past until the present I belonged to the Chile Architectural Board of Architects. I worked 15 years for the City of Boston, NDA and Public Facilities Departments. I retired in 1994 and since that time I haven't worked for another company. I wish to develop my skills in the computer CAD system and also work in the private sector. I'm very happy to belong to the American Institute of Architects and I feel myself to have a new horizon in my professional development". Jose, we're happy to have you as a new member too.



JACQUELINE EVE BERRY, Associate AIA

Burt Hill Kosar Rittelmann Associates

After nearly five years of being a mom, Jacqueline re-entered the workplace and is a recent "draft pick" for the Pittsburgh office of Burt Hill Kosar Rittelmann. She presented great credentials from Ecole Des Beaux-Arts (Paris), the University of Paris (MBA) and the University of Colorado at Denver (M. Arch). She is married to John Decker, AIA (assistant professor of architecture at CMU) and has two children Weston (age 4) and Francesca (age 3). Among her interests she lists languages, photography, music and cats. She is also noted for once saying that if she had known how well her children could get along without her, she would have gone back to work long ago! We're pretty happy you're back, Jackie!!



JOHN J. DZIAK, Professional Affiliate

Washington Reprographics, Inc.

John is the General Sales Manager of Washington Reprographics, Inc. A graduate of Duquesne University with a BS in Organizational Leadership and Professional Communications, he developed CFM, a program to help architects profit on their printing. In his spare time he enjoys BMWCCA, "fine" cigars, and his baby daughter, Malina Ann. Thanks for your support, John, and welcome to the AIA.



FRANK T. POERIO, Professional Affiliate

Poerio, Inc.

Frank is President of Poerio, Inc., a general contracting firm located in Glenshaw. After graduation from Penn State he served in a variety of capacities for other contractors before starting his own company in 1989. Frank is the husband of Barbara and the father of five grown children. In his spare time you can find him either golfing or skiing. He was a sponsor of the 1996 Design Awards and a special event for principals in June. We welcome Frank to the AIA and thank him for his continued support of our chapter.



ROBERT BALKOVEC, Professional Affiliate

SAI Consulting Engineers, Inc.

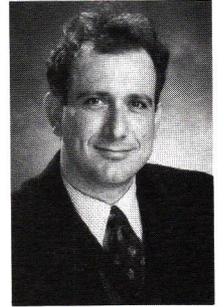
Robert is a Civil Engineer by profession and currently Vice President of SAI Consulting Engineers, Inc. He is a graduate of Carnegie Institute of Technology and has been with SAI for the past 18 years. His projects have included I-279 North Shore Interchange, the Southern Expressway and the Beaver Valley Expressway. He and his wife, Patricia, have a 12 year old daughter Kimberly. He enjoys golf, reading and woodworking. SAI has been a long time advertiser in *Columns* and we welcome Robert as a Professional Affiliate.



ANDREAS DOMETAKIS, AIA

HHS DR, Sharon, Pa

Andreas, a Kent State grad, is the most recent addition to the architectural staff of HHS DR an A/E firm in Sharon, PA. Though a resident of Youngstown, Ohio and an employee of a Sharon, PA firm and eligible for membership in the Youngstown Chapter or the Northwest PA Chapter, Andreas specifically requested membership in AIA Pittsburgh. Through a series of special dispensations (I believe the Pope was involved), his AIA Pittsburgh membership was approved. He attended the ARTchitecture member meeting and had an opportunity to meet several members then. We look forward to introducing him to several more at future meetings. Thanks, Andreas, for your vote of confidence and welcome!!



CHRISTINA SCHESSLER, AIA

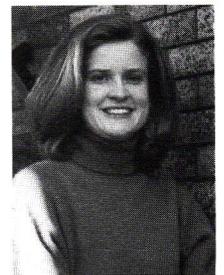
Perfido Weiskopf Architects

A Penn State grad, Christina is a new architect at Perfido Weiskopf Architects. She lists her committee interests as the Committee on the Environment and the Legislative Committee. Welcome aboard, Christina.

DINA C. FREDRICKSON, Associate AIA

Poli & Cuteri Architects, Inc.

Dina is the most recent member from the staff of Poli & Cuteri. She is a graduate of CMU, and a former project director at PHASE. She has particular interests in urban housing development, volunteers for the Renovation Information Network and sits on the Board of Directors of CTAC. In her spare time she enjoys biking and running. She is interested in the Professional Development Committee of AIA Pittsburgh because "I believe there is no limit to what a person can learn, only to what he or she wants to learn." Jump right in, Dina. There's a lot to be learned around here!! Welcome aboard.



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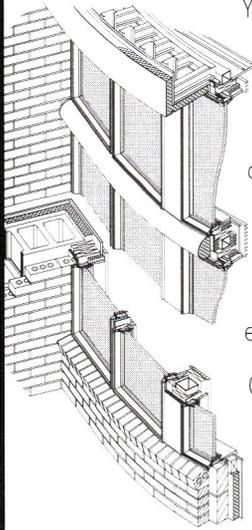
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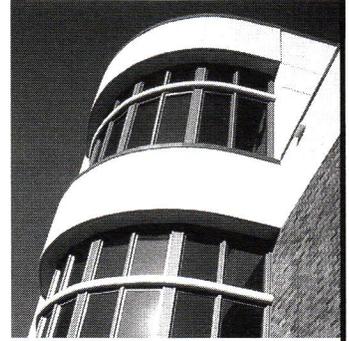
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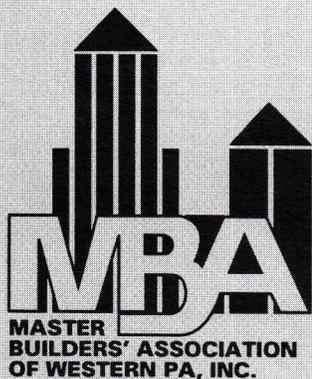
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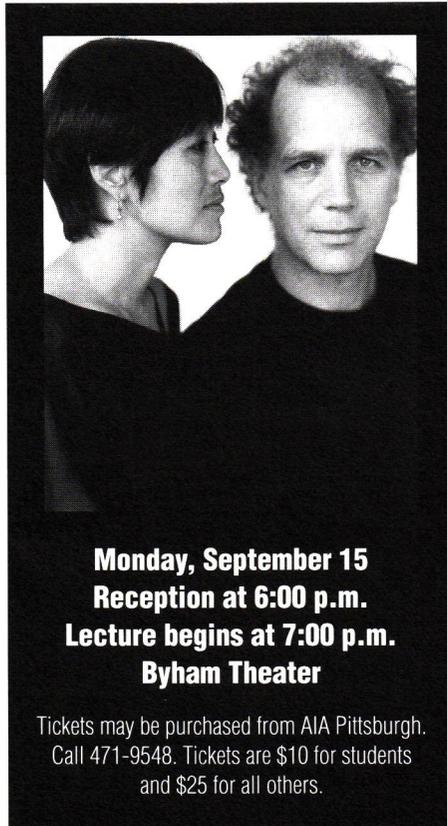
TOD WILLIAMS, FAIA to deliver the 1997 Gold Medal Lecture

AIA Pittsburgh is adding a new dimension to an old tradition. Beginning with the 1997 Gold Medal Lecture, the chapter will feature our picks for future recipients of the award, in addition to past and present winners.

Tod Williams, FAIA, received his undergraduate degree from Princeton University in 1965, read Architecture at Cambridge University in 1966 and received his Masters of Fine Arts and Architecture from Princeton in 1967. He began his career by working for Richard Meier from 1967 - 1973 and has been principal in his own firm for the past twenty years. The partnership of Tod Williams Billie Tsien and Associates was formed in 1986. Williams has taught architecture at a number of schools including Cooper Union and the University of Texas. He has received numerous awards and been the recipient of both New York State Council on the Arts and National Endowment for the Arts grants. He has published extensively.

In addition to his institutional architecture, he and partner Tsien have presented an installation at the Walker Art Museum in Minneapolis and collaborated with the Elisa Monte Dance Company and composer Glenn Branca in Amsterdam. Some of his well known architectural works include the Eisenberg Residence, the Spiegel Pool House, Feinberg Hall at Princeton University, the Whitney Museum of American Art Downtown Branch, a large dormitory and dining facility at the University of Virginia, an addition and renovation to the Phoenix Museum of Art, and the new research facility for the Neurosciences Institute in LaJolla. Current projects include the Museum of American Folk Art in New York City, the East Asian Studies Center at the University of California, Berkeley, and aquatic centers for the Emma Willard School and the Cranbrook School.

AIA Pittsburgh would like to thank both The Master Builders Association and The Master Interior Contractors Association for their generous sponsorship of the Gold Medal Lecture.

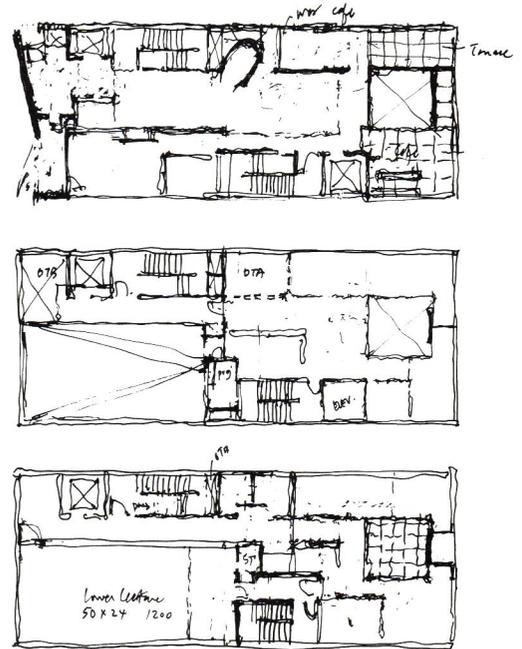


**Monday, September 15
Reception at 6:00 p.m.
Lecture begins at 7:00 p.m.
Byham Theater**

Tickets may be purchased from AIA Pittsburgh.
Call 471-9548. Tickets are \$10 for students
and \$25 for all others.

"The work of Tod Williams Billie Tsien and Associates represents a timeless modern approach to architecture. Their designs have a sculptural quality which occupants experience as participants rather than merely observers. Form plays against form in what at first may seem to be an idiosyncratic manner, and yet the spaces which are created function such that one is encouraged to explore their subtleties. The use of materials is as sparse as the forms they create, but it is this thoughtful simplicity which gives their work its power."

— JON SHIMM, AIA



ABOVE LEFT: **Billie Tsien and Tod Williams**
ABOVE: **Sketch of Museum of American Folk Art by Tod Williams.**

Member Meetings

SEPTEMBER 25

**AIA Pittsburgh Town Meeting
at John Tisdell Distributing, Inc.**

Join us for the Town Meeting at John Tisdell Distributing, Inc. in Bridgeville on Thursday, September 25, from 6-8 p.m.

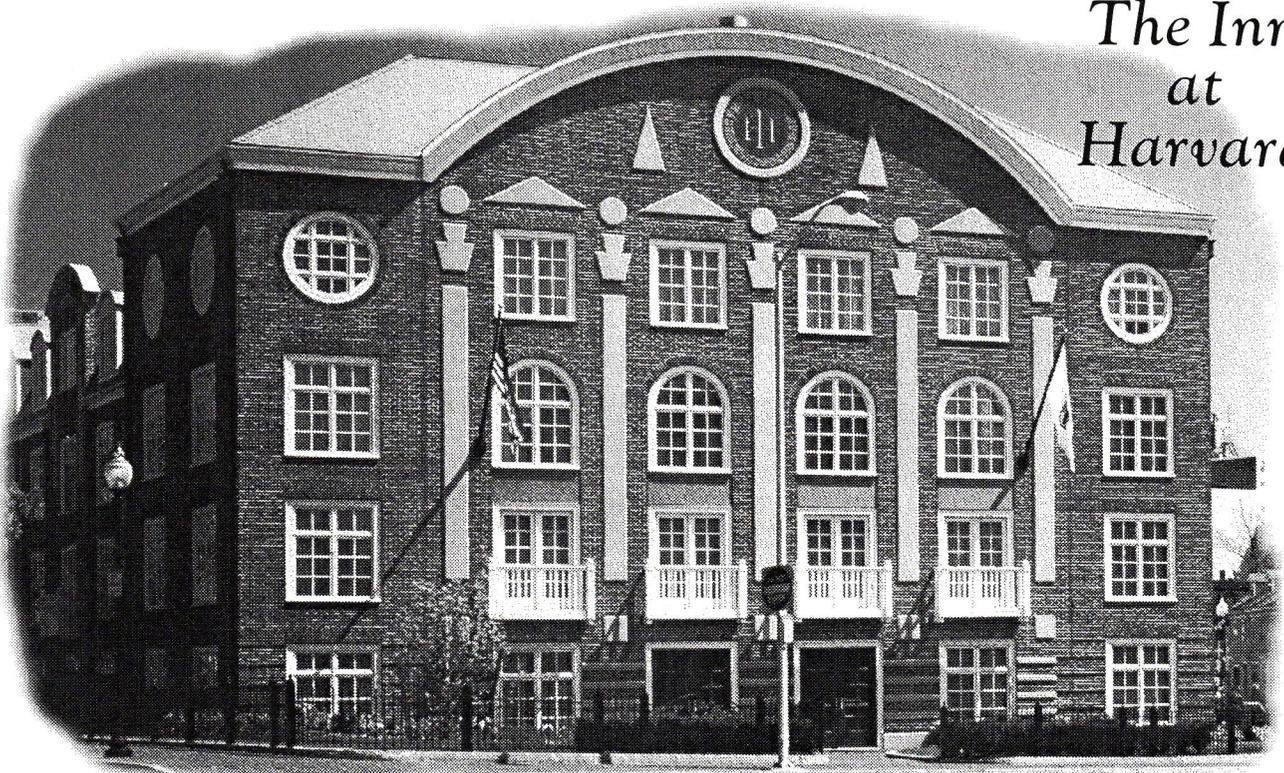
The Tisdell showroom features high end appliances such as SubZero, Thermidor and more, set in 'vignettes', to help you picture how they'll look in a room. AIA Pittsburgh thanks Tisdell Distributing for sponsoring our town meeting. Call 471-9548 to RSVP by September 22.

OCTOBER 20

1997 Design Awards

At the Byham Theater. Elegant hors d'oeuvres reception at 6:30 pm, Awards presentation and keynote speaker at 7 pm.

(Check October *Columns* for more info.)



*The Inn
at
Harvard*

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