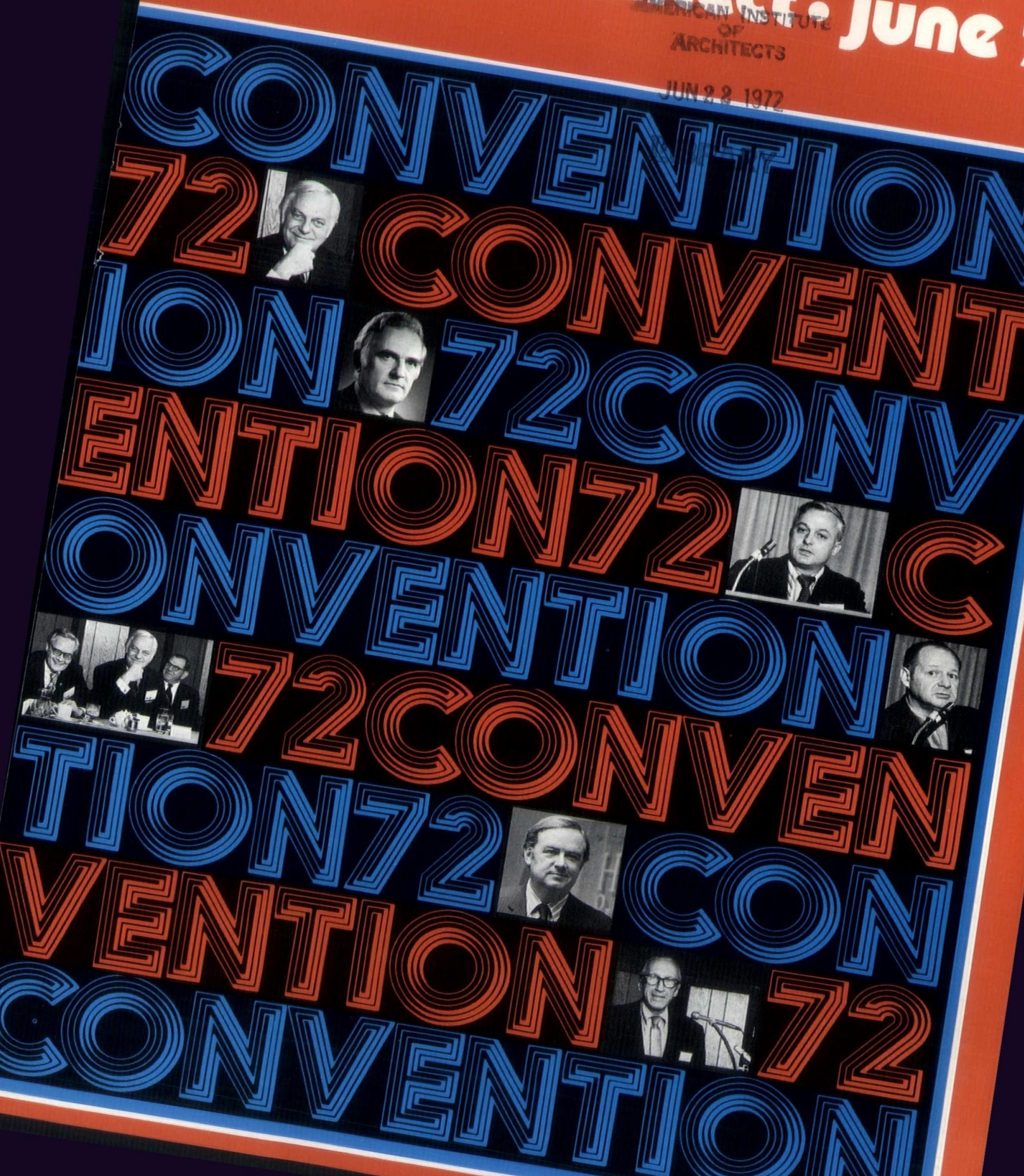
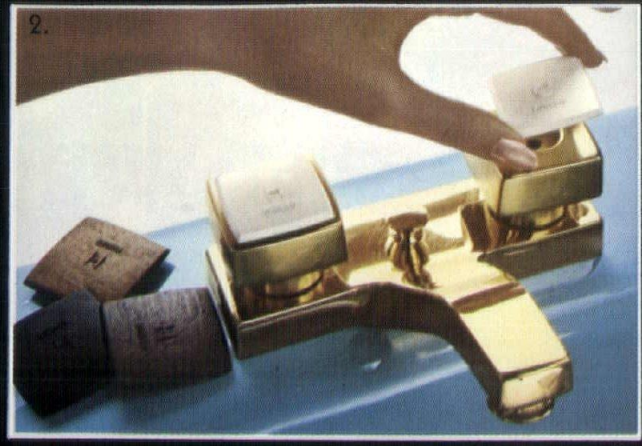
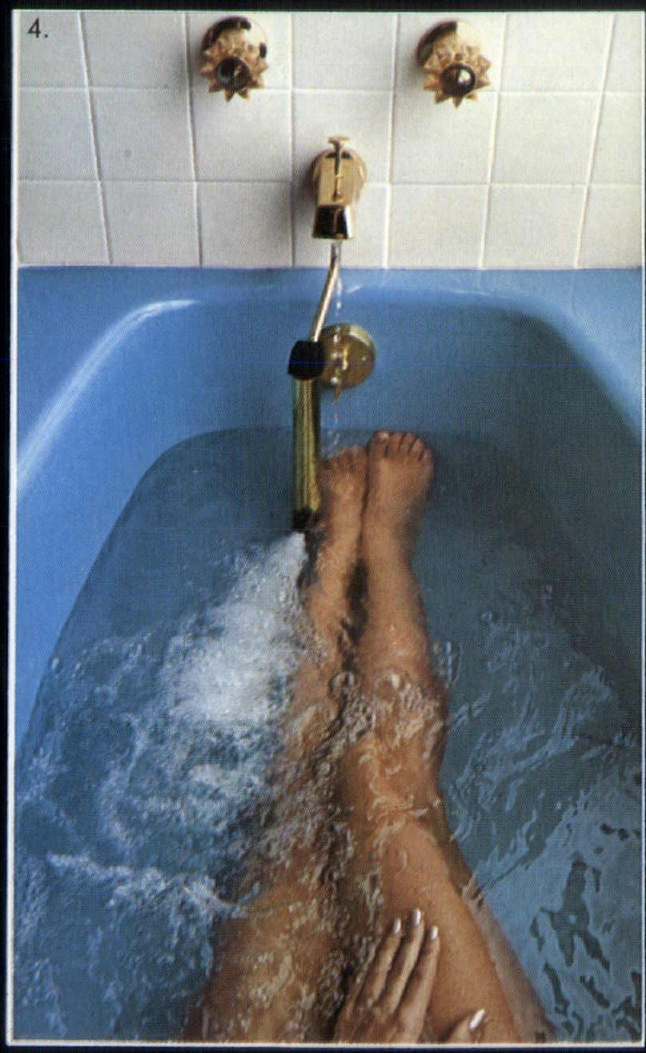
wisconsin architect • june







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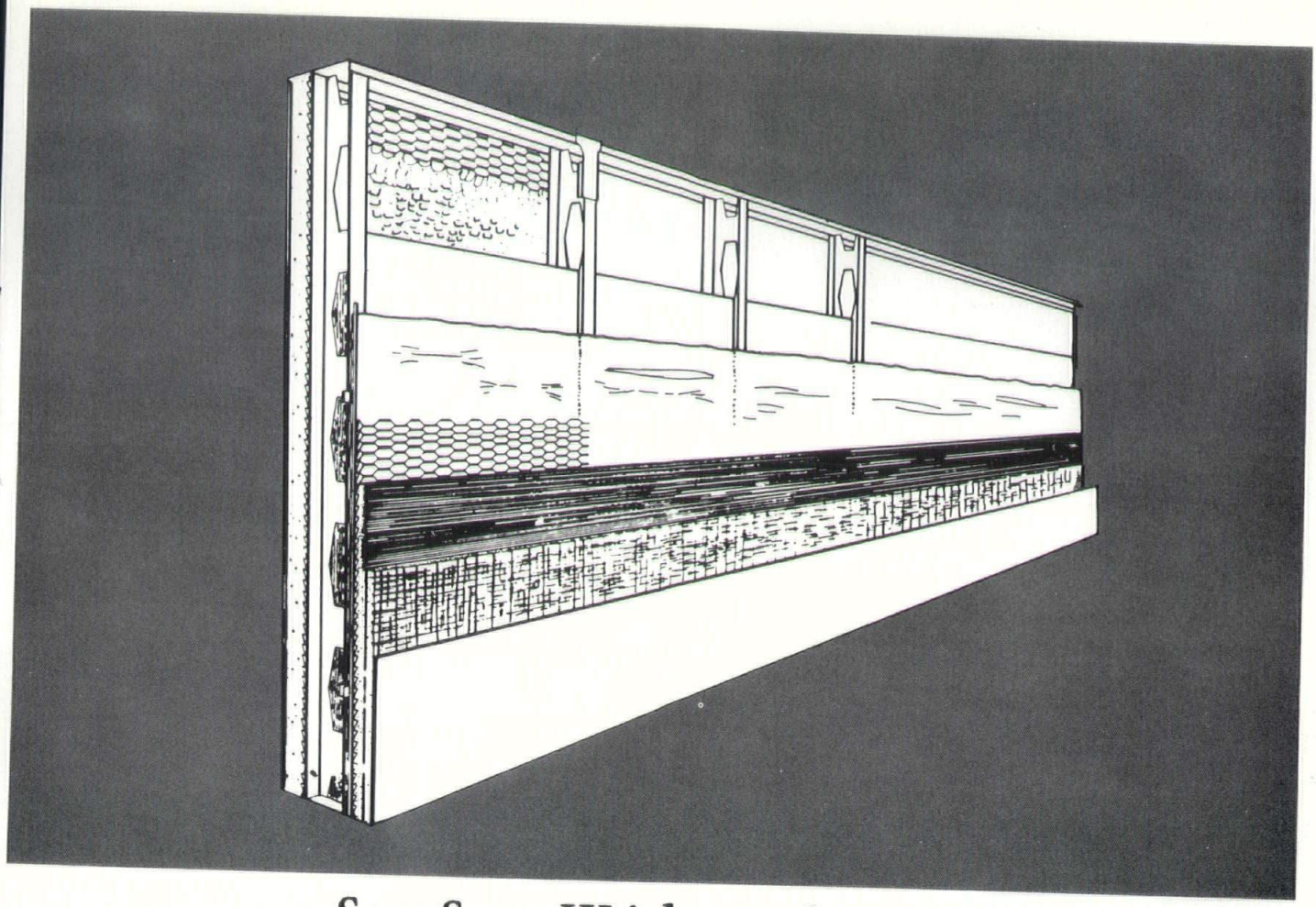

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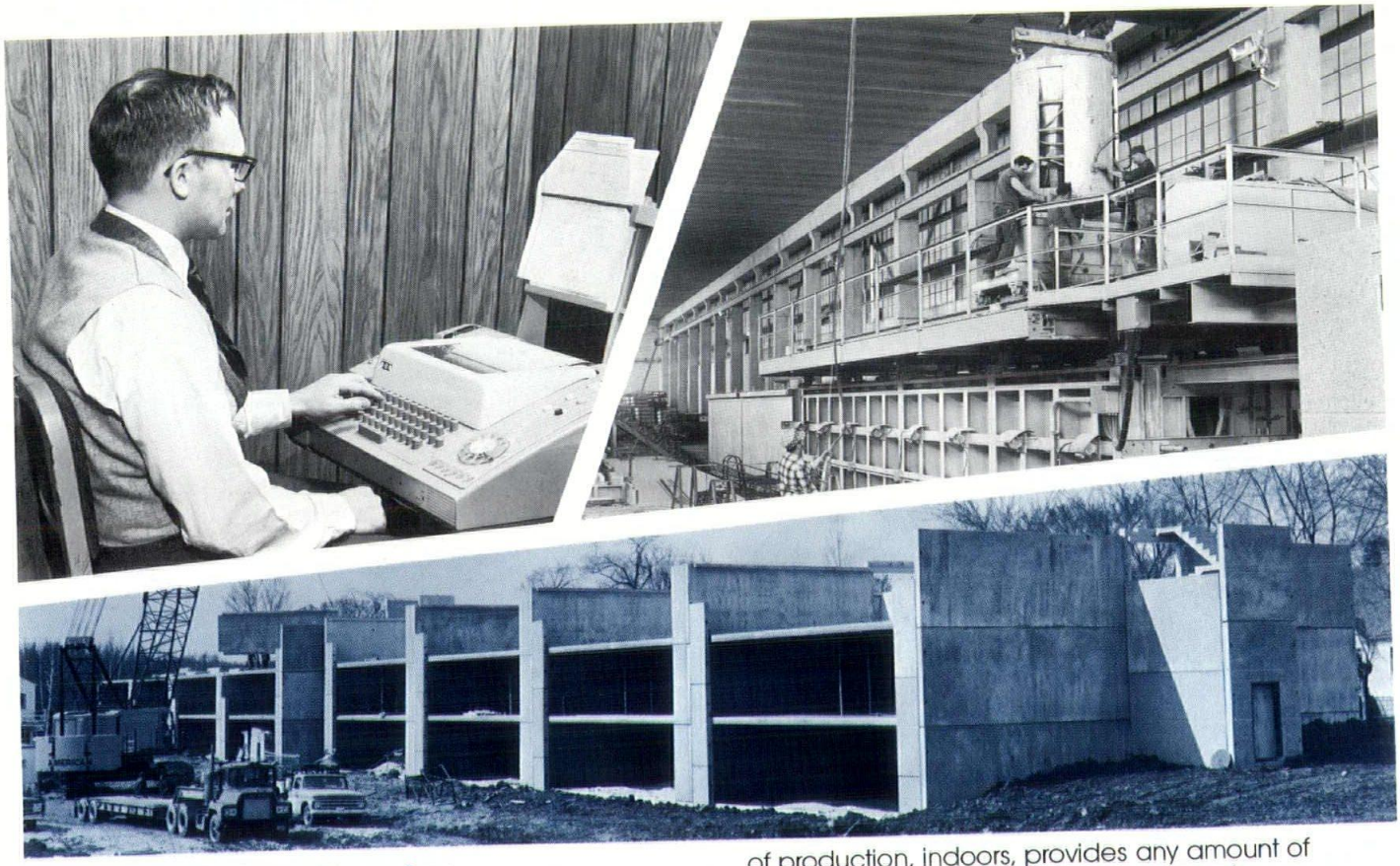

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wisconsin architect

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TURNING POINT '72

For those members who harbored some doubt about the prudence of scheduling the Annual Convention of the Wisconsin Chapter, The American Institute of Architects in 1972 at the Playboy Club-Hotel in Lake Geneva, it must be reported that this year's three-day meeting was a great success from all aspects of a good convention.

Eight hundred eighty-three architects, their guests and building supply exhibitors convened in Lake Geneva and found themselves in an excellent environment with architectural facilities far superior to any other convention site of the past.

Mark A. Pfaller, FAIA, convention chairman, and the members of his committee: Richard Blake, AIA, John Findlay, AIA, Paul Graven, AIA, and Allen Strang, FAIA, architects, and exhibitors Claude Gagnon, Wisconsin Face Brick; Robert Schomann, Reinke and Schomann; Ed VerHalen, VerHalen, Inc., and John Carlson of Fireproof Products, Inc., must feel great satisfaction about the positive responses from architects and exhibitors alike that are still forthcoming.

Their concept of a convention produced a well balanced and carefully scheduled program with exciting seminars centering around the changes the profession is undergoing now and indications of changes ever so rapidly evolving in the building industry.

A special kudo goes to Alan Carlson, Executive Director of the Chapter and his staff, whose untiring efforts and careful attention to every detail made this complicated event a rather remarkably smooth operation.

This year's program contained some significant changes from the past. The Annual Membership meeting was scheduled on the first day following an innovation, the Regional Directors' Luncheon. The Honor Awards Program received the well deserved emphasis of being the highlight of the Banquet. Architects brought their clients and contractors to this gala affair to receive their respective Honor Award Certificates.

Another "first" was the attendance of Harold Spitznagel, FAIA, member of this year's Honor Awards Jury, who returned to "the scene of his crime" for his presentation of the Awards and turned out to be the "wit" of the evening.

Joan Saltzstein, Mrs. Irving, well known to architects in this State for her excellent articles about the works of her grandfather, Dankmar Adler, and Frank Lloyd Wright, was honored for her outstanding work as an author and lecturer on subjects related to architects and architecture and for her unceasing efforts in the preservation of historic landmarks. I received the special honor of election to Honorary Associate Membership in the Wisconsin Chapter, AIA, an honor I deeply appreciate. Among the distinguished guests at the convention, giving a special note of importance to it, were President of the Institute, Max O. Urbahn, William Slayton, Executive Vice-President of the Institute and Louis Lundgren, Director of the North Central Region.

Because of the importance of the seminar topics which are of interest to all members of the building industry, the Convention Committee invited the corporate members of both Associated General Contractors organizations as well as consulting engineers. Ample time was provided for viewing the excellent products displayed by seventy-eight companies. The registration area, product displays and the convention hall, where the seminars took place, were located in one area, greatly accommodating everyone.

President Urbahn addressed the convention on Thursday morning and Dean Wade reported on the progress of the School of Architecture and discussed the Service Institution for the Design Profession, he intends to initiate, on Thursday afternoon. The entire Friday was devoted to professional seminars concerning the construction program management concept. George T. Heery, AIA, of Heery & Heery, Architects of Atlanta, gave an excellent presentation of his firm's involvement in construction management and his experience in this field. Mr. Heery sees the architect step into the role of construction manager, a rapidly evolving new profession responding to the need for dependable early assurances on cost and time of delivery in construction.

In the afternoon, Bertrand Berube, Project Management Officer, Public Building Service, General Services Administration, moderated a panel of three "owners" — himself for the Federal Government, Joseph Rorick, Director of Design and Engineering, Real Estate and Construction Division, IBM Corporation, and G. P. Sweeney, Manager Construction Department, Plant Engineering Office, Ford Motor Company, and Richard B. DeMars, Chairman and President of Geupel DeMars, Inc., Construction Manager. Between Mr. Berube, Mr. Rorick and Mr. Sweeney, the panelists represented over one billion dollars of construction purchasing power in one year. Each of the panelists briefly reported on their concepts of construction management in their particular area, all varying from each other in concept as well as application.

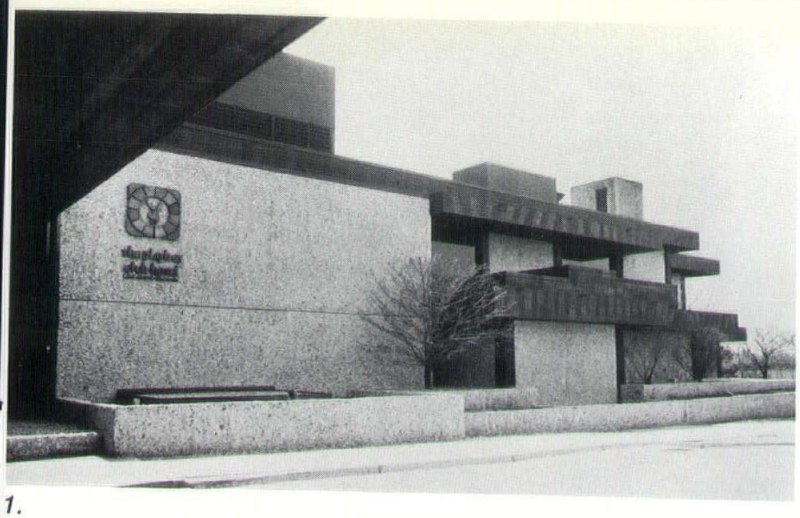
A question and answer period clearly established the architect's concern for his own role within these new approaches, services and systems that come under the label of construction management.

The question of who is going to be this new professional, the construction manager, remained largely unanswered. The fact that the policy makers and managers for major building programs for government and industry alike are influencing the future role of the architect in the building process was established quite clearly and no doubt was left about that. During the seminars it also became evident that the new profession of construction management has a long way to go to evolve a definite form which in Mr. Heery's words "may well be one of its greatest attributes at the moment."

Ollo Brink

TURNING POINT '72 CONVENTION CANDIDS

Convention photos: James Pearson



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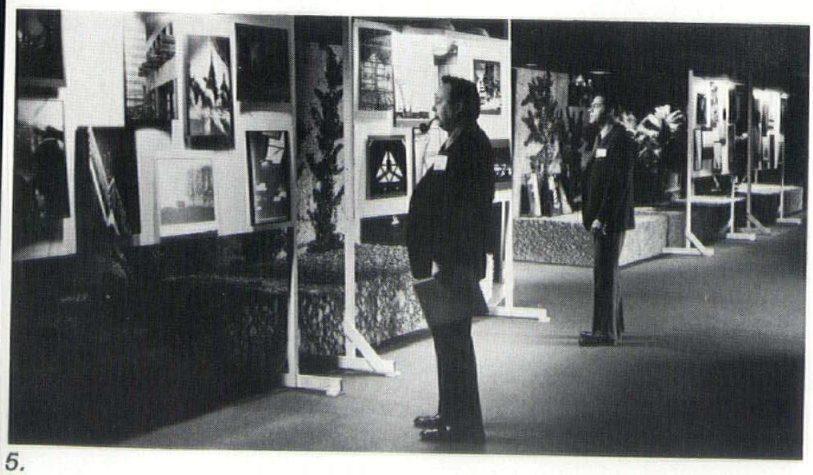

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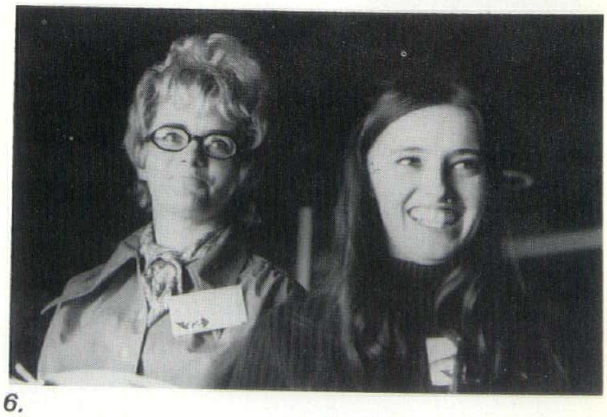

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1. *The scene of the Convention—The Playboy Club in Lake Geneva.*

2. *The Coffee Shop.*

3. *Registration area for the WAIA Convention in the Main Lobby of the Playboy Club.*

4. *Alan Carlson, Executive Director of WAIA, coordinator par excellence, managed to calmly stay ahead of it all, no matter what problem had to be solved.*

5. *Honor Awards Displays at the Convention.*

6. *June Gresser and Mary School of the Chapter Offices managed the registration—nearly 800—with ease and great smiles.*

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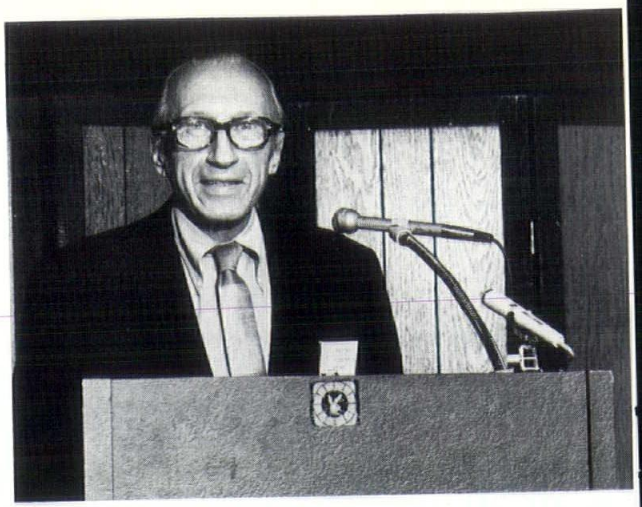

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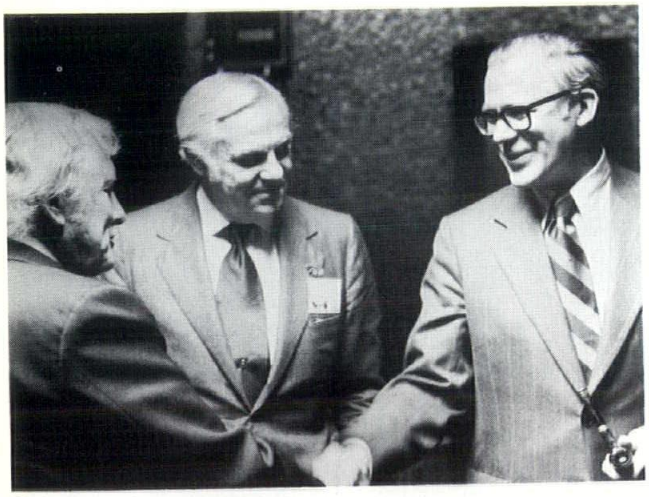

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7. G. A. D. Schuett, President of WAIA, Mark A. Pfaller, Chairman of the Convention, and Douglas H. Smith, Vice-President of WAIA, at the Annual Membership Meeting.

8. Louis R. Lundgren, FAIA, Director of the North Central Region, President of The American Institute of Architects, Max O. Urbahn, FAIA, and Leonard H. Reinke at the Regional Director's Luncheon.

9. William Wenzler, FAIA, is congratulated by President Schuett for his award for his own offices.

10. Harold T. Spitznagel, FAIA, member of the Honor Awards Jury, "dared to return to the scene of the crime" for the presentation of the Honor Award Certificate

11. Thomas L. Eschweiler, Director of Construction for the Milwaukee School Board, receives the Certificate for the award-winning Engleburg Elementary School designed by Miller, Waltz, Diedrich, Architects.

12. Mrs. and Mr. John Brust (r.) and guests enjoy the witty Toastmaster. Brust and Brust, Architects, received an Honor Award for the Marathon County Health Care Center

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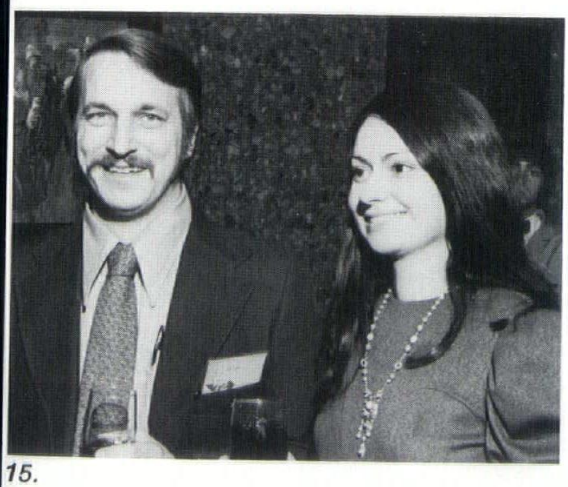

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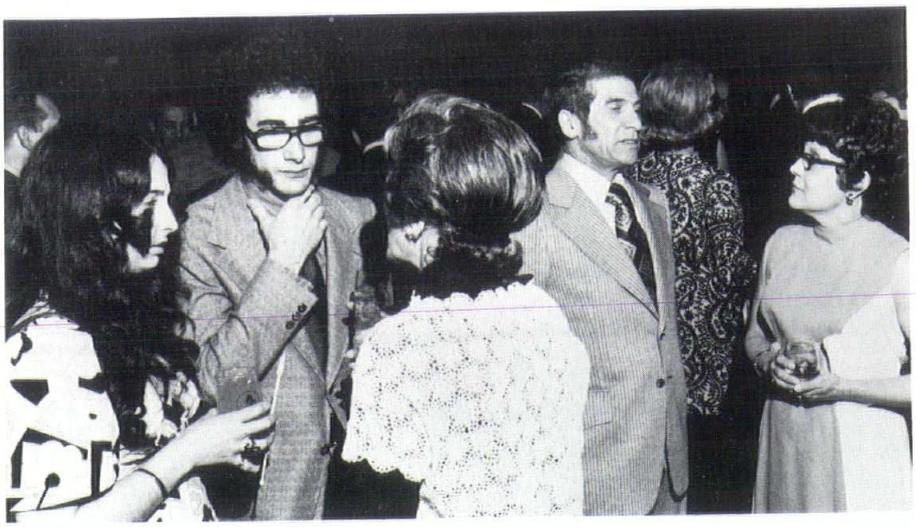
13. *Ron Bowen (center) of Bowen and Kanazawa and his guests at the banquet. Bowen and Kanazawa received four of the seven Honor Awards.*

14. *Richard J. Diedrich (r.) and guests attended the banquet to receive the Honor Award given to the Jewish Community Center Day Camp, designed by Miller, Waltz, Diedrich, Architects.*

15. *Art Director for* Wisconsin Architect *magazine, Tom Hall and his wife, Sandy.*

16. *(l. to r.) William L. Slayton, Executive Director of the Institute, Max O. Urbahn, President of the Institute and Irving Saltzstein.*

17. *(l. to r.) President Urbahn, Joan Saltzstein, Ello Brink, Guido Brink and Mrs. Jay McLean.*



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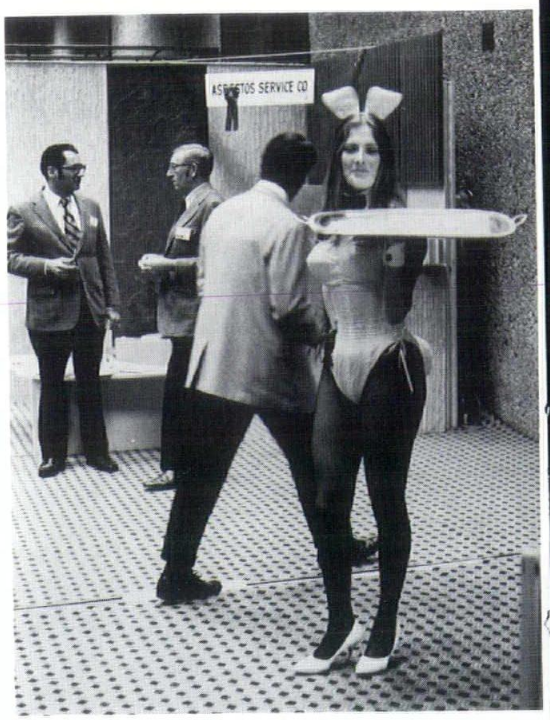

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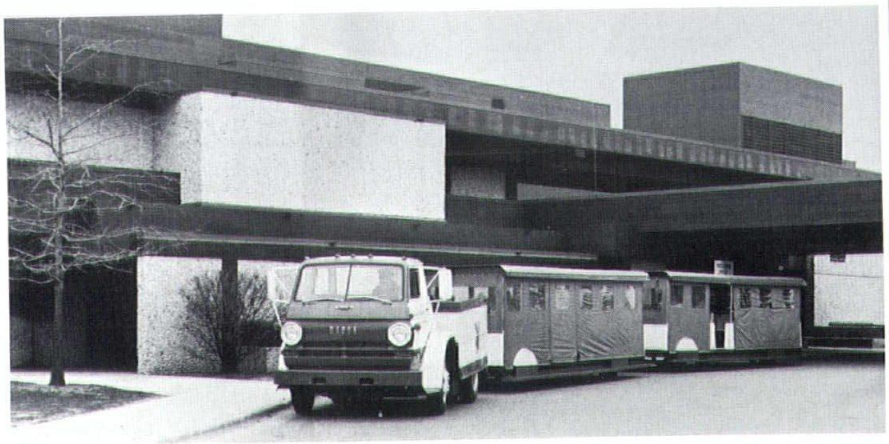

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18. *Mrs. George Schuett (r.) in conversation with Morton Armour at the cocktail party preceding the banquet.*

19. *Ed VerHalen and guests at his hospitality suite.*

20. *Members of the Women's Architectural League enjoyed their task of distributing artifacts, donated by W.A.L., during the convention.*

21. *Who said that "Bunnies" are eyecatching figures? This Bunny was in the no-nonsense zone—the exhibitors' area.*

22. *Artist Schilobrit sketched everybody and anything during the convention.*

23. *Transportation awaiting the guests of the Chalet Party on Thursday evening.*

24.

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24. *The business seminars took place here in a room directly adjacent to the exhibitors area.*

25. *Dean John W. Wade reported on the progress of the School of Architecture at the University of Wisconsin-Milwaukee and its intention to form "An Institution for the Design Professions."*

26. *Bertrand Berube, Project Management Officer, Public Buildings Service, General Services Administration, served as moderator of a blue-ribbon panel discussing construction management on Friday afternoon.*

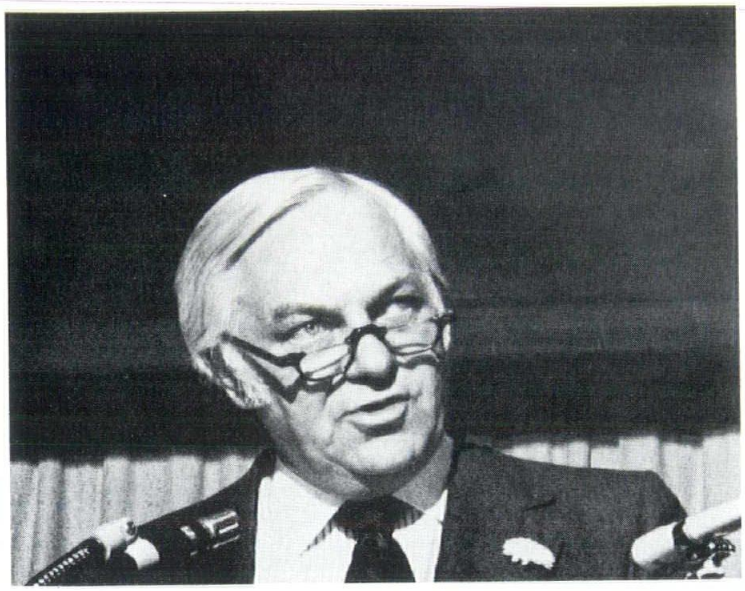
27. *Joseph Rorick, Director of Design and Engineering, Real Estate and Construction Division, IBM Corporation.*

28. *G. P. Sweeney, Manager Construction Department, Plant Engineering Office, Ford Motor Company.*

29. *Richard B. DeMars, President and Board Chairman of Geupel DeMars, Inc., of Indianapolis, Construction Manager.*

KEYNOTE ADDRESS AT THE ANNUAL CONVENTION OF WAIA

Max O. Urbahn, FAIA



We meet in pleasant rural surroundings which suggest nothing of urban crises, but the subject is "Turning Point 72." The setting, your Chairman Mark Pfaller tells us, has been selected to "get away from it all," the better to concentrate on a question which has fascinated man at least, I suppose, since Adam and Eve left the Garden of Eden: "Where are we going?"

The question doesn't, of course, relate to geography; and, in fact, geography has come to have less and less impact on the nature of human concerns. In any real sense, we can't any longer "get away from it all" by putting distance between ourselves and specific manifestations of specific problems. We can't escape the *impact* of the problems in rural Wisconsin any more than we can in mid-Manhattan. The impact differs in kind, in timing and sometimes in intensity; but it reaches everywhere. No place is an island, entire of itself — to paraphrase John Donne — and any effective approach to the problems of urbanization must recognize this.

Where are we going? Well, we are also here, again in the words of your chairman, to talk of "turning the tide," and I believe that is a highly salutary assignment, and one that architects across the country should undertake. I also believe that the tide *can be turned,* if the cause is the quality of the human environment, and if architects will commit themselves to that cause with sufficient and continuing resolve. And I am convinced that we should.

So where we are going is, in my view, to a very large degree for us to decide. I do not subscribe to the fashionable theory that we are helpless prisoners of inexorable and irreversible trends. I will insist that all is not change, and I even will find some merit in the old French aphorism that translates "the more things change, the more they stay the same." It was Robert Frost who observed that "Most of the change we think we see in life is due to truths being in and out of fashion." This gets us close to what is, or ought to be, the heart of the matter for architects: the attitudes and the needs of human beings. Attitudes change — and can *be* changed; the fundamental human needs do not.

To a considerable degree, I think, we are all mesmerized these days by the idea of change. So much is changing, and so fast, that we begin to expect that *everything* must be changing. And this can lead to some very mistaken judgments, because it simply isn't so. There are many human needs and many human values which have not changed since the days of antiquity, or perhaps since the caveman, and which are *un*changed and *un*changing today. You can think of examples as easily as I. They would range from *food* and *shelter* to *love* and *spiritual inspiration.* The manners and the mores change; the attitudes change; the external manifestation of the same needs and values may be different: But the needs and values themselves are, in fact, unchanged.

So with architecture, which is so totally committed to the expression of human needs and values in the shaping of the physical environment, the changes in manners and mores should not be taken to mean any change in the fundamental responsibility of architects or in our attitudes toward our responsibility. In other words, the form should not be mistaken for the substance. Contrary to the fears of some of its friends and (perhaps) the hopes of some of its detractors, architecture is expanding its services and extending its influence; and the demands of clients and the decisions of courts are all the time accelerating these trends.

Of *course* there are vast changes in architectural problems, practices and processes, and in their relationship to the construction process. Architects are finding new ways to organize for more effective performance, and for more fruitful collaboration with their traditional colleagues of the construction industry, and with other disciplines, old and new, *outside* the construction industry. New kinds of problems and new kinds of clients are intensifying trends to ever greater diversity and complexity in architectural practice, and increasing the range of scales at which architects are operating.

But the function and the purposes of architecture have *not* changed. It is still the unique responsibility of the architect, at *whatever* scale, in whatever *organization,* and through whatever *process,* to design spaces for human use that serve the full range of human needs. Concept is still the key responsibility of architecture, and the key responsibility *in* the construction process, and *everything else* is ancillary. Those who do not understand this, and these days

I am afraid there are many, are likely ultimately to flounder, not only in human terms, but also in commercial terms. The generation of Ralph Nader does not seem inclined to accept commercial necessities as an excuse for human failures.

Architects understand this, but those who do not include *some* people who should know *better,* as well as most of the general public; and I think we would have to acknowledge that we have never so far managed to communicate to the general public with any effectiveness what archtiecture is really about. If we are to be effective in "turning the tide," we shall have to *learn* to communicate.

Let me suggest now that the *possibility* of change in our time is a more significant factor than change itself. It can act as a powerful catalyst if we learn to use it as a tool in the cause of environmental quality. The public attitude welcomes change — in fact *demands* change in the environmental result. We can make that attitude toward change a tool. If we respond to that demand — as I believe we should — by working toward the redesign of the processes and the institutions that shape the built environment.

The architect must now accept a new professional responsibility: He must become a political activist on environmental issues. He must help shape, not just react to, public environmental policy, and at every level from his own community to the federal government. He must learn to interpret environmental issues and policies — and the processes that relate to them — so the public can understand. He must equip himself to evaluate the environmental performance of public officials, and the attitudes and views of candidates for public office, and publicize these evaluations, so the public can make informed judgments. He must set environmental standards for his own work, and encourage other components of the construction industry to set environmental standards for theirs.

When I urge architects toward political activism, I am in no way suggesting that we should involve ourselves as a profession in political matters unrelated to our professional competence. I *am* saying that in matters which *are* related to our professional competence, we *should* involve ourselves — politically, in the *shaping* of policy; and publicly, in leading the public debate that *influences* the shaping of policy. And the issues involved in elevating the quality of the built environment seem to me to be fundamental to the exercise of the basic professional responsibility of every architect.

Why does the architect have a professional responsibility to be politically active on the environmental question? First of all, every architect has a fundamental obligation to protect the health, safety and welfare of the public. Put this together with the public's *need to know* why our present processes and institutions are not working, and with the need for, and conspicuous lack of, the generalist, in the current public debate on environmental quality. Issues are debated in fragments, because the testimony that gets public attention comes from specialists, scientists or technicians, concerned about one aspect of the environmental problem, and from politicians responding to such groups. The architect *is,* by training, experience and instinct, a generalist, whose daily work is analysis of complex problems, synthesis to arrive at effective solutions, and coordination of the input of many different specialists in the process. The architect's professional license alone testifies to his professional qualifications for evaluating problems and processes relating to the built environment.

Beyond these factors, we face the undeniable fact of our unavoidable involvement *in shaping* the built environment. Our own work will inevitably encourage *wrong* trends unless we can effectively promote and achieve positive alternatives. At the same time, we have no commitment to the *status quo* —no investment in the way things are—and as this detachment offers us freedom to act, I think it also adds to our *responsibility to* act. And finally, the architect's basic commitment to serving human needs and aspirations cannot be creatively served in our time *without* the architect's involvement in political action.

How can the architect make political activism a new *professional* service to the public? As an individual, each architect will find his own answer, or answers, but let me just list some of the possibilities I can see:

1. He can speak out in his community — on local, state and national issues.
2. He can inform his elected representatives — local, state and national — on environmental issues; and he can publicize their performance on such issues.
3. He can inform candidates for public office on environmental issues, and publicize their views (and records, if any) on such issues.
4. He can organize and lead concerned citizens in his community as a lobby for environmental quality.
5. He can contribute professional services to the disadvantaged in community design centers and through such efforts as the New York Chapter, AIA's Technical Assistance Center.
6. He can sell professional counsel (as doctors do) by the hour or by the call (office or house) as a new architectural service quite apart from design services on specific projects.
7. He can enter public service himself — as a member of civic bodies which influence environmental matters; as a public official, elected or appointed; or as a civil servant.
8. He can work to improve the public *client,* by determining and publicizing which public positions should be held by architects and then campaigning to get quali-

fied architects appointed to these positions by campaigning to elect qualified architects to some public offices which strongly influence action on environmental issues — and I would include state legislatures, the U.S. House of Representatives and the U.S. Senate, and by campaigning to create policy-level positions for architects in the executive office of the president and on the executive staffs of the governor of every state and the mayor of every city.

In thinking of the public service aspect, we ought to break the old habit of thinking of private practice and public service on an either-or basis. Perhaps we will come to a time when *most* architects feel public service should be one phase of every architectural life. If so, I am convinced that both architectural practice and the public welfare will be the better for it.

Of course the individual architect — or even very *many* individual architects — cannot alone turn the political tides. And that is why the American Institute of Architects established the national policy task force of which you have recently been hearing so much — or at least I hope you have. The first report of the task force came to you as a special issue of the memo in January; and it was intensively discussed with your chapter presidents at grass roots at almost the same time, with the understanding that they would stimulate maximum discussion and debate within their chapters in preparation for the scheduled debate by the delegates at the national convention in Houston May 7-10.

This report is intended to provide a basic framework for institute involvement in the formulation of public policies on environmental issues at every level of government: local, state and national. It commits the AIA to taking a responsibility for creation as well as criticism of public policies which have an impact on environmental matters. It assumes that architects have an obligation to *lead* the public debate on environmental quality.

As I have said many times, and you may have read my statement for the "Institute" page of the April *AIA Journal* the first report of the task force is not a finished document, and in fact it neither can nor ever should be a finished document. It is and should remain a *living* document, continuously changing in response to changing circumstances and to our changing *perception* of circumstances. And all the members of the institute must be continually involved in shaping it so that it most effectively helps shape the processes that in truth shape the built environment.

There has already been membership input through task force consultation with appropriate standing committees of the institute while the task force studies from which the report was developed were in progress; from the discussions at grass roots; and from the extensive correspondence and —at meetings of AIA components around the country where he has been invited to speak — discussions with members of the chairman of the task force, Archibald C. Rogers.

But the most significant opportunity for wide membership input in this policy development process will come at Houston, where a special presentation of the task force and debate by the delegates on the report will be a major feature of the program. The revised version of the report that emerges will become the second report of the national policy task force, and it will be used—in this presidential election year — to test the views of the candidates and to inform the judgment of the public.

I believe this task force report is a landmark document, a constructive and creative beginning for efforts by all the members of the institute to establish a new dimension of architectural service. I see it as our major turning point '72, but it will be only as effective as the members of the institute make it.

Reaction of the public to the preliminary release has been not only immensely favorable, but curiously grateful, not to say occasionally surprised — surprised, would you believe, at the interest of the American Institute of Architects in these matters. As an example of what I mean, let me quote from a *Newsday* article by Stewart Udall, the former Secretary of the Interior, and Jeff Stansbury. The article began by criticizing the then recently issued statement on national growth policy of President Nixon as a "retreat" from the congressional mandate which had called for it, and asserted that this retreat "could easily abandon our metropolitan regions to indefinite chaos." Then a detailed discussion of the AIA task force report was introduced with this sentence: "Fortunately, help has arrived from an unexpected quarter — the American Institute of Architects."

I submit to you that we must so conceive *and communicate* our responsibilities from this time forward that when a public issue relates to the built environment, the public not only *expects* help from the American Institute of Architects, from the architectural profession, but *insists* upon it. We *could* make 1972 the turning point in the cause of environmental quality.

CONSTRUCTION PROGRAM MANAGEMENT

George T. Heery

I do very much appreciate your inviting me here. It is very flattering. I suppose there isn't anything to inflate your ego more than thinking that someone wants to hear what you have to say.

I am going to try to give you my thoughts and some of my firm's experiences in four areas: 1.) The general subject of Construction Program Management — hopefully sort of an overview. 2.) A review of some of the specific services that might be provided under the broad title of Construction Management. 3.) Our Time/Cost Control, design and Construction Management systems with some examples of the results, and 4.) Some thoughts on how an architectural firm might organize and staff itself for entering the Construction Management field.

But before I get into that and give you my version of all the current jargon, I would like to preface this all with a statement that few have been saying when talking on these subjects, and that is, that there is a strong relationship to architecture, to design, to producing something worthwhile, something that is relevant in better managing Time/Cost/Quality and functional planning. To me, control of Cost and Time along with quality and better management of design and construction are so interrelated with good design and relevant architecture that I cannot separate them. I believe very strongly, unless an architect can manage, unless he can control Time and Cost within design levels, unless he can make a building work and be environmentally acceptable, then he is not a complete architect, nor will he be much longer allowed to control design in this changing industry, nor should he be allowed to in my opinion. Good Construction Program Management to me is basic to being a complete architect.

Control of Time and Cost is a fundamental requirement of relevant architecture. Control of Time is relevant, Control of Cost is relevant. If School "A" is built in seven months and School "B" is built in eighteen months, and otherwise they are comparable, then School "A" is more relevant than School "B." It is a better school simply because it became a school sooner. We should be working towards design and Construction Management methods that will allow routinely better decisions. Architects for a long time have said about their cilents that they wish they would make up their minds and not change it. Yet these clients have to make up their minds about facilities that they are going to get three, four, five years from now. Yet the fact is, that good decision making says, never make a decision until you absolutely have to. Make the decision with the maximum amount of information and as late as possible. So it is better decision making if a school board can decide where, what type of school and when they need to occupy it in February, occupying that facility in August of the same year. I think it is entirely possible for us to develop methods to make that routine feasible. In a poorly housed society, such as we are, 1,000 housing units built with the same budget as 800 units, assuming comparable Design/Quality — are more relevant than the 800 units simply because they cost less.

An Architect and Construction Manager who gives his client dependable early assurances on Cost and Time of delivery has provided a better service, a very much needed service. I have to say that by and large, our profession has not had this attitude nor does it have the reputation for having that track record. Although I think its track record is better than its reputation. And that is frankly, why everybody is talking about a new profession — Construction Management. In a nutshell that is it. Cost Control is the basic reason for Construction Management. The architect is in the best position to be Construction Manager if he can and will. So, what do we mean by Construction Management or Construction Program Management? Unquestionably, the policy makers and managers of major building programs for government and industry alike are exhibiting an increasing interest in a wide range of approaches, services, and systems that more or less come under the umbrella label of Construction Management or

Construction Program Management.

At the same time (with the usual chicken and egg question that attend such occurrences) a variety of professional service firms and some other companies — some new, some old — are out selling and providing a wide range of services — some needed, some not needed — some successful or likely to be successful, some unlikely to be successful — all likewise more-or-less under the Construction Program Management umbrella label.

The need for some new approaches has become evident to many. Arising from many reasons ranging from frustrations over failures of present methods, to needs for new approaches for acquisition of hardware in the construction industry, to track records of those simply out to build better mouse traps, the overall need can pretty well be related to impending — and in some cases already occurring — extensive changes in the construction industry and in the professional service firms and agencies that are a part of or deal with it.

It is not too hard to tick off the evidence of impending tumultuous change in the construction industry.

— Constantly rising cost of the end product — an uncontrolled escalation that compares so unfavorably with the mass production cost control of other segments of industry.

— Emerging new building systems, such as the now highly useful and competitively available second generation SCSD.

— Interim financing costs frequently double that of a few years ago.

— The rapidly expanding roles of the mobile home, volumetric modular building, and pre-engineered building industries.

— The absence of proper risk acceptance in many construction contracts, not unlike the typical architectural contract's attempted flight from responsibility.

— Substantially changing approaches and openmindedness by some governmental agencies hung up with the rampant spread of bureaucratic tangle in all too many cases.

— Unbelievable and irresponsible new labor demands and contracts on the one hand and a failure to live up to the trade unions' founding social principles on the other.

— Design and construction time spans running so long that some new facilities are often obsolete before they are completed.

— The emergence of gigantic new multiple-project complexes that stagger the imagination, the expansions of which in many cases have no end in sight.

— An affinity for designs by many "leading" architects and architectural critics that are irrelevant to the needs of our society and culture, ignore the functional requirements of the users, are born of expensive and often archaic construction methods and materials, and can at best be classified as aesthetically pleasing medieval buildings.

— An environmental problem that has already reached horrible proportions.

— And overlaying all, a mountainous backlog of need for housing, schools, hospitals, industrial plants, and all manner of urban developments and redevelopments.

A new discipline called "Construction Program Management," or the like, can hardly be expected to be the panacea for all of the foregoing. As the field of construction program management is evolving, though, in its collective forms, there would appear to be some earnest attempts to deal with most or all of these factors and problems.

Yet some substantial number of failures for construction program management efforts clearly lie ahead. Here are some of the reasons:

1. Some construction managers are all too ready to unnecessarily abandon the owner's competitive position.

2. Many construction managers unrealistically fail to place responsibility, with incentives, on contractors, suppliers, and manufacturers for coordination, cost control, and early completion.

3. Some are proposing the use of multiple contracts where it may not be in the best interests of the owner/user in order to justify the use of some construction management services.

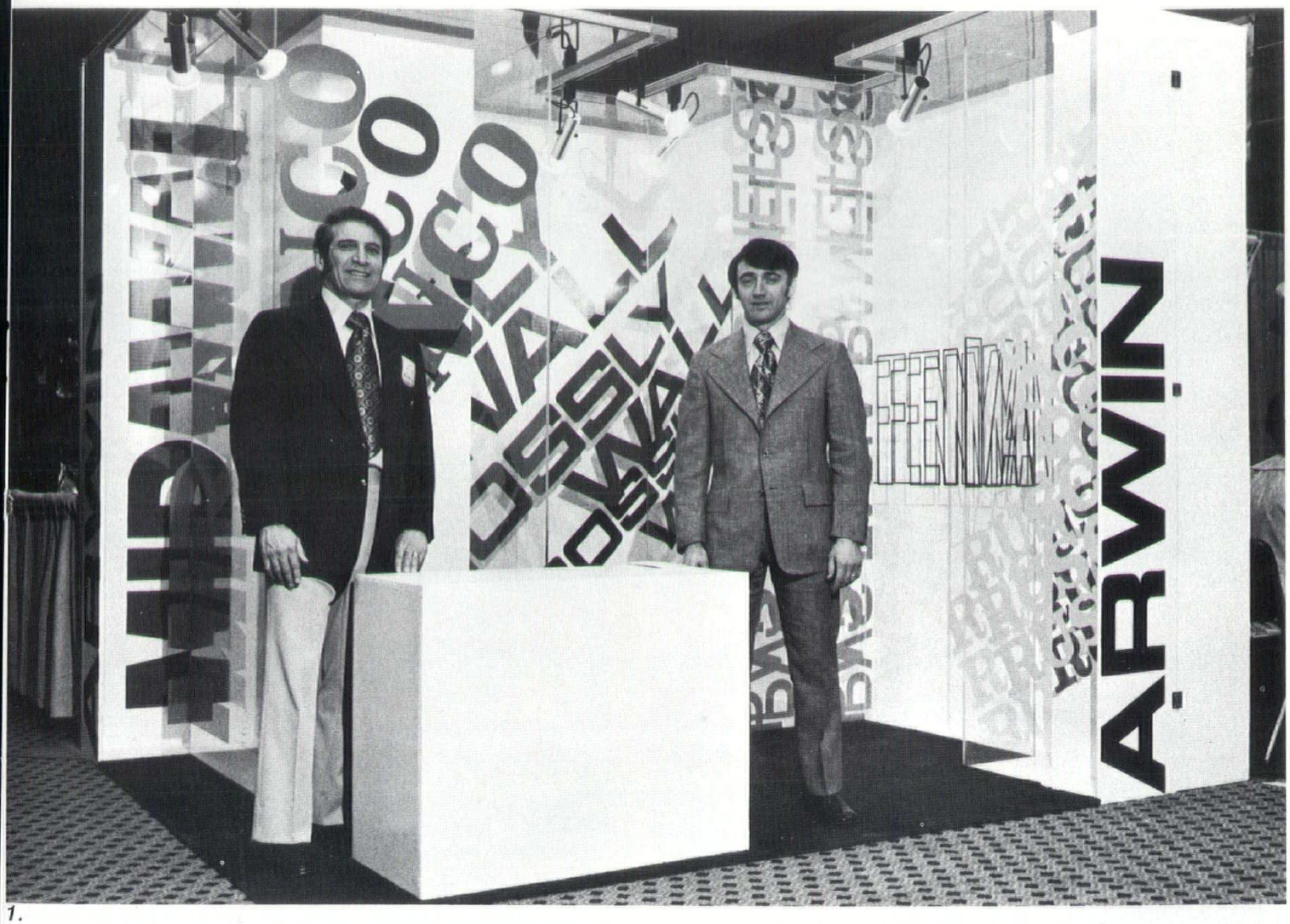
4. Some are even selling unneeded or redundant services. There is some evidence of changing simply for the sake of change.

5. Some companies are selling services for which the vendor does not in fact have the capability.

What then are the legitimate areas of service for construction program management and what are going to be the *real value benefits* to the owner/user? In short, *there are many.*

In general, the services at this point appear to divide into two categories: construction and contract management on the one hand; programming and planning on the other. But, there is a great deal of overlap — up to 100% in some cases — the latter possibly being the ultimate goal. In any case, it is clear that the new profession is still a long way from having evolved a definite form, which may well be one of its greatest attributes at the moment.

Following the above Mr. Heery led his audience through the services his firm provides in construction management via slides documenting all phases of service from programming, site-selection, pre-design project analysis, scheduling information services, estimating and cost control, design approval assistance, development of boiler plate contracts, critical date schedule development and actual construction management which also directs all phases of purchasing and construction. Ed.



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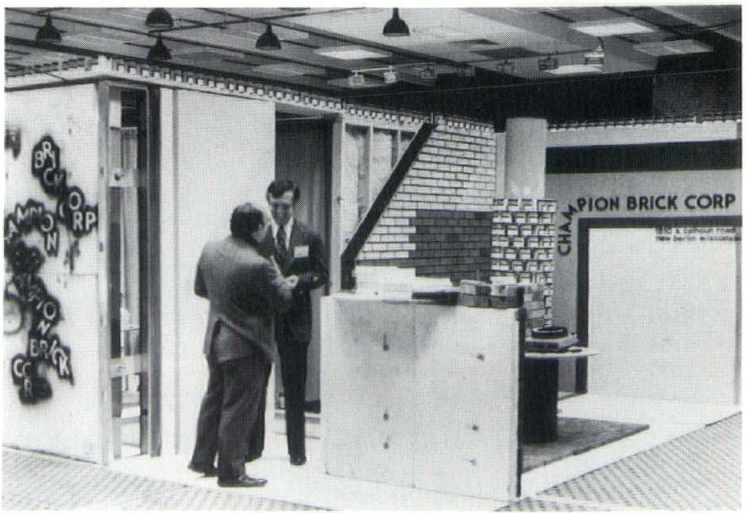


3.

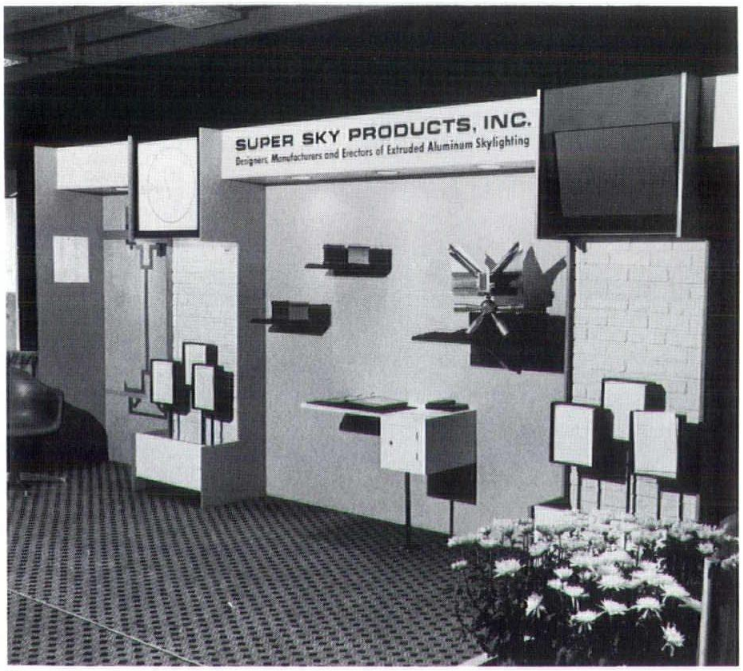
AWARD WINNING DISPLAY BOOTHS

1. *First Prize—Arwin Builders Specialties, Inc.*
   Morton and Norman Armour

2. *Second Prize—Cold Springs Granite Company*
   Mrs. and Mr. Nathaniel Sample and Ted Krebsbach

3. *Third Prize—Champion Brick Corporation*
   Jose J. Vega and Richard Williams

4.



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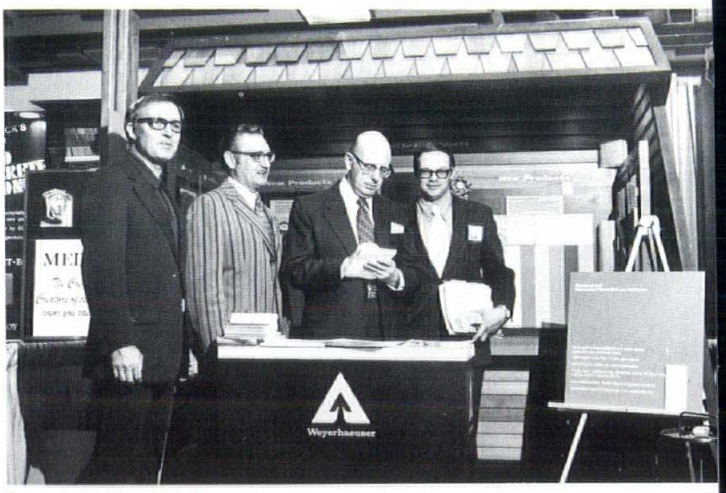

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AWARD WINNING DISPLAY BOOTHS HONORABLE MENTIONS

4. *Asbestos Service Company*

5. *Super Sky Products, Inc.*

6. *United States Steel Corporation*
   J. R. Hendrickson and David H. Lehman

7. *Weyerhaeuser Company*
   Don Mosley, Roland Fine, Buck Jansen, Gerald S. Vanselow

8. *Best Block Company*

EXHIBITORS' GALLERY

1.

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6.

1. *Richard H. Stoll and Robert Obremski.*

2. *Nathaniel Sample visiting with David Brite.*

3. *Bernard E. Cromi and Warren Danaher.*

4. *Ed Ryan, Phyllis Williams and Richard Peeples.*

5. *Duane Schimmel, Robert Norman, Nick Nicholson.*

6. *Wayne Sieth, Toni Pawlosky and Frank Zmrhal.*

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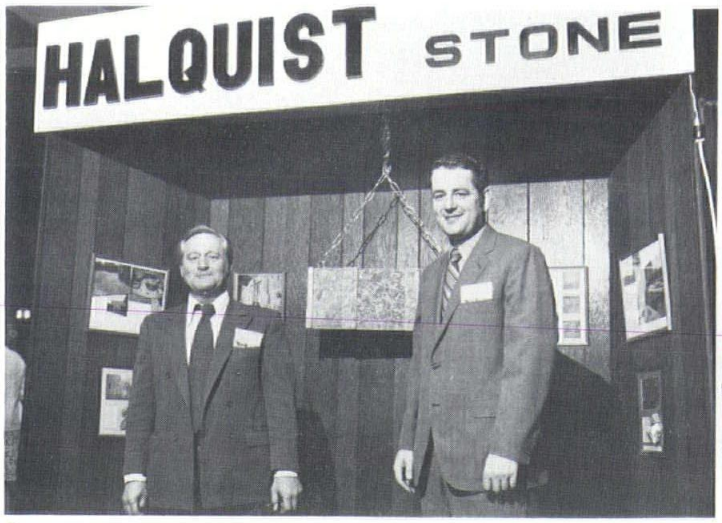

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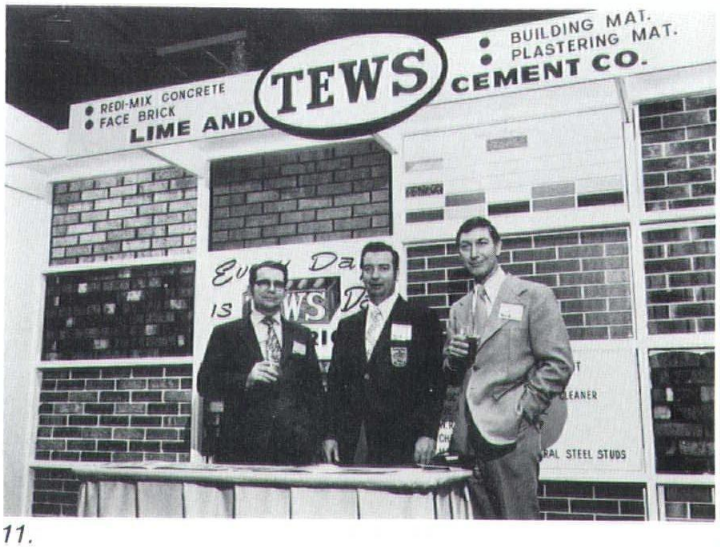


11.

7. *David G. Krill and James R. Stahlman.*

8. *L. A. Lee, P. E., and Don Hopkins.*

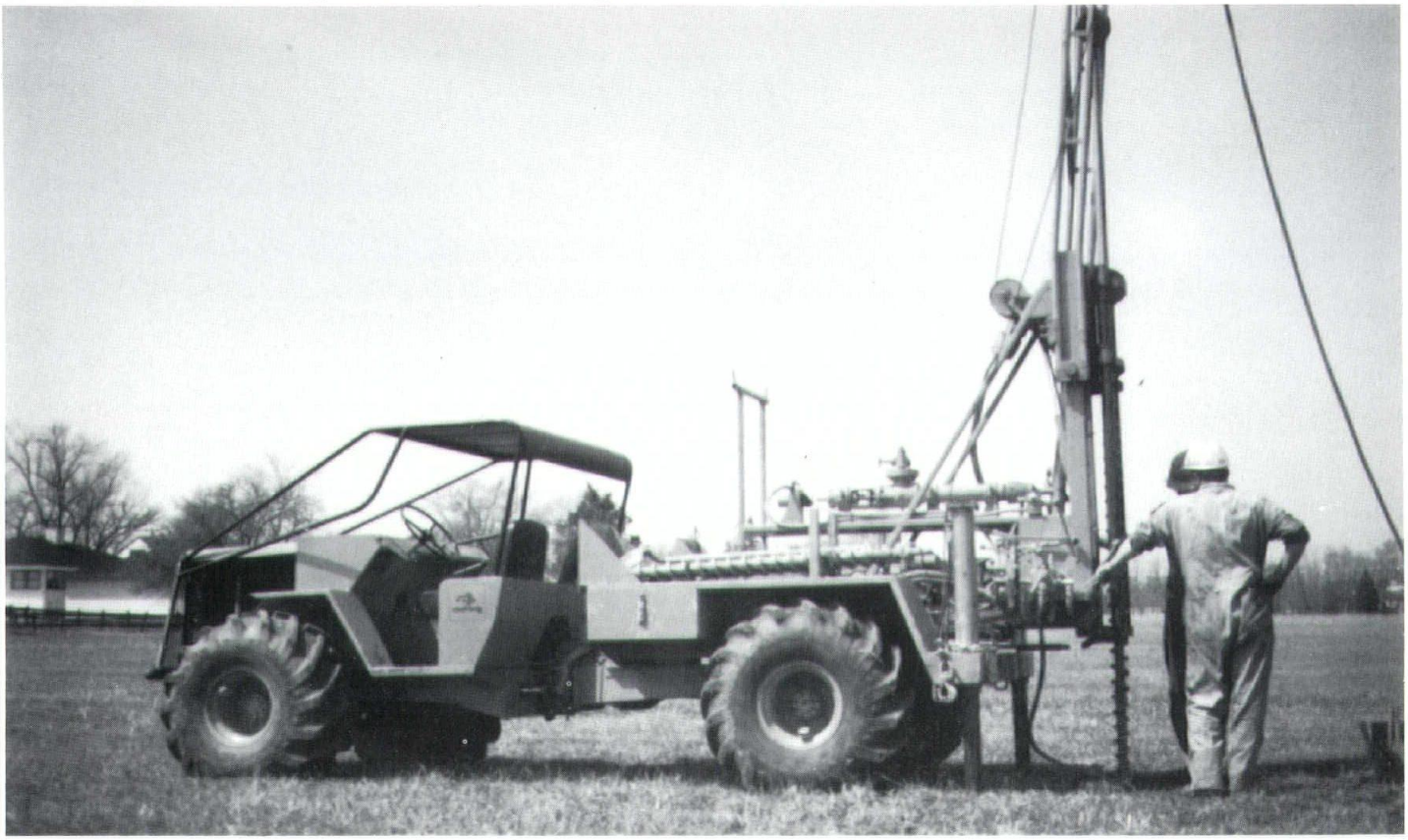
9. *Al Thimm and Ron Yeisley.*

10. *Silbrico—William F. Carter.*

11. *Joe Wagner, Tom Ogorchock and Daniel Reginato.*

"Mud-buggy" drilling in six feet of mud

"Mud-buggy" drilling on thawed-out ground



NEW SOIL DRILLING RIG COMES TO WISCONSIN

Addition of an all-terrain and double-articulated, four-wheel drive "mud-buggy" to a drill fleet has enabled a consulting soils engineering firm to increase its capability for boring in adverse soil conditions. Foundation Engineering, Inc., 12900 West Silver Spring Drive, Milwaukee, has found its mud-bug equipped with CME rotary drill rig ideal for boring in swamps, rivers, marshlands and wooded or steeply sloped sites. Adding the rig to a conventional truck-mounted drill fleet permits the firm to drill in "hard to get at" places and beat Wisconsin's wet spring by getting a jump on sites under water from recent thaws.

The swamp vehicle, reported to be the only one of its kind in this area, was first viewed in operation in the marshlands and heavily forested sites in southeastern states. It is adapted to tread lightly on normal terrain or float into unusual sites. The engineers move it from job to job on a small tilt-bed trailer towed by a pickup truck.

According to Tom Bendorf, field superintendent with Foundation Engineering, Inc., the high flotation vehicle has much advantage over normal truck mounted rigs which need to be dozer-drawn. Time required for travel, set-up and stabilizing the drill has been greatly reduced and accomplished with just one operator. He noted that the mud-bug can run test holes in marshlands and on steep slopes without the normal time delays and costs incurred dozing access roads and cutting paths to the remote areas to be tested.

Principals at the firm note that since its formation just a year ago, Foundation Engineering has grown from three persons to six full-time staff and six part-time staff. The company engages in field drilling and testing, laboratory testing, foundation design and construction inspection in all of Wisconsin and northern Illinois. Projects include building foundations, highways, bridges, sewer trenches, tunnels, rock and soil fill dams and general land assessments. Dr. William T. Painter, PE, a civil engineer with an extensive background in soil mechanics and structures, is president of the firm. Robert L. Reisinger, Jr., PE, is vice president and Allan J. Poeschl, MSCE, is laboratory engineer.

More information can be given by: FOUNDATION ENGINEERING, INC.
Consulting Engineers, 12900 West Silver Spring Drive, Milwaukee,
Wisconsin 53007, Telephone 414-781-2177,

WISCONSIN ARCHITECTS FOUNDATION

Annual Report by Julius Sandstedt, President

This is the 19th Annual Report of your Wisconsin Architects Foundation. The Foundation was founded on May 9, 1953, with the following as organizers of The Foundation: Joseph J. Weiler, Madison; Arthur O. Reddemann, Milwaukee; Leigh Hunt, Milwaukee; Francis J. Rose, Milwaukee; William G. Herbst, Milwaukee; Frederick J. Schweitzer Milwaukee; Maurey Lee Allen, Appleton; Julius Sandstedt, Oshkosh.

A great deal of personal effort on the part of many individuals prior to the founding date of The Foundation contributed to the establishment of your organization. The names that immediately come to my mind are: Theodore L. Eschweiler, William G. Herbst, Frederick J. Schweitzer, and Frederick Von Grossmann. There are probably many more whose names do not immediately come to mind who played important roles in the establishment of your Foundation. I am sorry if I have, with my meager memory, slighted in any manner any of you. Any oversight is not intentional. I apologize to you.

Your Foundation held two regular meetings during the past year besides the Annual Meeting in Milwaukee at the Chapter office at which time the following officers for the year May, 1971, thru the later part of May, 1972, were elected: Julius Sandstedt, President; Fitzhugh Scott, Vice-President; Charles Haeuser, Secretary-Treasurer.

January 27, 1972, a meeting of the Foundation was held at the Chapter Office. The principal item on the agenda at that time was a revision to the original Articles of Organization and By-Laws to make them contemporary with conditions as they exist today.

A Meeting of The Foundation was held at the Chapter Office on March 23, 1972. At that meeting a sum of $1,160.00 was made available to the School of Architecture, University of Wisconsin, Milwaukee, for scholarships to deserving students. Recommendations were made at that time to the Executive Committee for two (2) persons to replace William P. Wenzler and myself as members of the Foundation. I am happy to announce the Executive Committee of the Chapter has selected Frank Shattuck and Robert L. Yarbro to be our replacements and has reappointed Clinton Mochon for another term.

Last year Allan Strang reported to you the Foundation fulfilled its pledge of 1963 to make available the sum of $10,000.00 to the School of Architecture-UWM to show our serious intentions to support the school. The only restrictions on the use of this sum of money were the following:

1. Its usage was to extend over a period of 3 years.
2. $5,000.00 was to be used for scholarships to deserving students in the 5th and 6th years of their education. The reports we have received to date indicate the School has used these funds most prudently.
3. $5,000.00 was to be allocated to a Wisconsin Architects Foundation lecture series. To date there have been 10 lectures during this scholastic year that have been co-sponsored by The Foundation and the U.W.M. School of Architecture.

I hope all of you have read the report of the NAAB Committee Advisory Visit to your and my school in the March 1972, issue of *The Wisconsin Architect.* The publication did a magnificent job of excerpting from the full report. I would like to include a portion of the full report that was not included in the excerpt, I quote:

> "The general character and adequacy of teaching facilities is, of course, limited by present space which is soon to be replaced by the remodeling of Engelmann Hall. Funds for this remodeling have been appropriated and bids are due shortly for this project. Probably the greatest danger involved in the use of the present space is the hazard of fire. The use of small rooms and spaces by groups of two and three students with considerable quantities of paper hung on the walls and used in studio work brought several comments from members of the Visiting Team. The school is urged to provide a more adequate supply of fire extinguishers throughout the building as well as signs warning against the hazards from smoking, improperly installed electrical wiring, etc."

I hope you feel as happy about the general tone and recommendations of the total report as I do. We should all have a feeling we have accomplished a part of the goal we set out to achieve a great many years ago. The total accomplishment is going to require continued effort by all of us.

We wish to acknowledge with thanks the many organizations and individuals who have contributed to our support thru memorials and direct contributions. We wish to stress the importance of your memorials to the continued support of our activities. Among the direct contributions we wish to acknowledge are:

1. One of $400.00 from an architect, now out of state, a recipient of a grant-in-aid under our program prior to the establishment of our present school.
2. One of $500.00 from the NCARB in appreciation of the efforts and time spent by those members of our Chapter who cooperated in the judging of midwest student design submissions in Madison this past winter.

In conclusion let me state my appreciation for having had the opportunity to serve as a member of The Foundation for 12 years since its inception. Again a sincere "Thank You."

Contributions

Wisconsin Architects Foundation acknowledges with appreciation the substantial contributions from WAL-Milwaukee, WAL-Madison and the Northeast Section WAL. As in the past, annual contributions have been received from Lofte and Fredericksen, Inc., Osborne Brick Company and Best Block Company. Best Block Company, in addition to its personal contribution, also mailed a check in the amount of $1,751.35, royalties from sales of the TSA Random Block, designed and patented by John Barron Shepherd, who assigned the rights to manufacture TSA Random Block to Best Block Company with the understanding that 5 cents per block sold was to be donated to the Foundation. Donations from sales of TSA Random Block have been received since 1963.

IIGHLIGHTS FROM 972 NATIONAL CONVENTION N HOUSTON, TEXAS

AIA President Urges Architects o Help Shape Public Policy

The president of The American Institute of Architects sked his colleagues to assume a new professional respon-ibility for leadership in the development of public environ-nental policy.

"It is time for architecture to go public," said Max O. rbahn, FAIA, of New York City, "to find in public serv-ce a new dimension of architectural practice, a new way o enlist architecture in the cause of people."

Urbahn's appeal came in his annual report to the 1972 onvention of AIA at the Jesse Jones Hall for the Perform-ng Arts. About 5000 architects are attending the conven-on, which began May 8 and continued through May 11.

Following Urbahn's speech, and a presentation of urban rowth recommendations by the Institute's National Policy ask Force, delegates to the convention went to Albert homas Center for "The Marketplace of New Ideas," a ontinuing series of panel discussions on the major issues acing the profession today and product exhibits.

The Task Force has called for changes in the ground ules under which communities are developed, an affirma-on of the neighborhood as the proper scale for develop-nent, and a program of urban land acquisition to help uide private developers into projects that are community-riented as well as profitable.

Urbahn said architects can no longer accept the archi-ectural responsibility for design decisions which largely re determined by ground rules and policies that have n ineffective or even negative impact on the quality of he man-made environment.

"It is time for us to stop looking for good clients," Urbahn sserted. "We have got to create them by redesigning nany of the processes and institutions, public and private, which in truth shape the built environment."

Urbahn said he did not consider the recommendations f the National Policy Task Force, which AIA will debate nd vote upon Wednesday, to be a departure from the tradi-ional responsibility or function of the architect. The in-creasing influence of public institutions on the quantity and quality of design and construction have made it necessary o influence and upgrade the processes by which these public decisions are made, he said.

Emphasizing that the profession should involve itself in political activity only to the extent of its professional com-petence, Urbahn declared:

"We cannot wait to be asked. If we do not speak up nd speak out, a silence that we might like to think con-noted professional modesty is more likely to be construed s disinterest."

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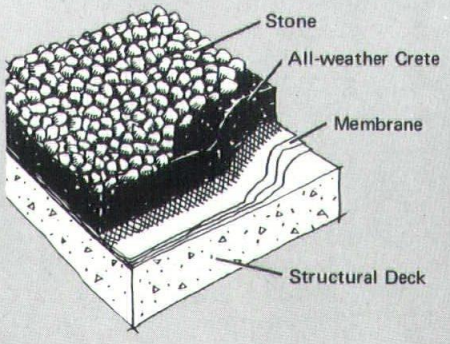

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NEWS NOTES

Stained Glass Association of America Holds Annual Conference in Milwaukee

Conrad Schmitt Studios of Milwaukee will host the Stained Glass Association of America Conference in Milwaukee from June 19th through 22nd.

Studio officials, art critics and artists from all over the continent will come to view the latest works and discoveries in glass, stained glass, faceted glass, carved glass, laminated glass, etched glass and the latest in the field, "Leptat Glass."

The topic of the Conference centers around the "Art of Marketing Art." T Studios will be showing slides of th best works at the lecture hall of t Public Museum. A panel of architec artists and marketing consultants a people from other fields who are aff ated with the arts will participate in symposium on marketing art.

Tours of stained glass installations Milwaukee including Conrad Schm Studios are scheduled. Three films w be shown there on the latest art a styles of art from China.

Bernard O. Gruenke, Sr., who is c ordinating the Conference, stated th not many people realize that Milwauk is the stained glass capital of t United States, having more studios th any other city in this country.

Apprentices throughout the Unit States are invited to display their work These along with a selection of gla panels from studios throughout t country will be on exhibit at the Milwa kee Inn for the duration of the Confe ence.

IA Convention Adopts ational Growth Policy

The American Institute of Architects lopted a wide-ranging program inded to influence the nation's urban owth policies over the next 30 years.

Delegates to the 1972 national conntion voted nearly unanimously to acpt the recommendations of the Instite's National Policy Task Force. The ogram calls for new policies to hange the "ground rules" that shape, distort the shape, of American comunities; creation of a new scale for anning and building in urban areas, nd a national commitment to a major nd acquisition policy to guide developent in and around key urban centers.

The task force of architects and conltants reported its findings in January ter a year-long study of urban probms, land use, and population patrns in America. By voting to accept e task force recommendations, the elegates committed AIA to work for nplementation of its goals at all civic nd governmental levels.

Delegates defeated one proposed mendment. It would have removed om the document a section dealing ith the public's right to recover inreases in the value of private property hat occur as a result of public investnent in transit or utilities on adjacent ands.

Black architects from several secons of the country expressed concern hat minority groups might not have a oice in the implementation of the proram. Task Force Chairman Archibald . Rogers, FAIA, of Baltimore, said hat Van B. Bruner, Jr., a black archiect from Haddon Township, N. J., has een added to the task force. Bruner is hairman of AIA's Commission on Comnunity Services whose duties will overap the implementation phase of the ask force report.

The ground rules for which the task orce urges basic changes include tax olicy, governmental organization, reveue sharing, and site development. The ew scale for planning and building in rban areas is essentially a neighborood scale — a "growth unit" that ensures open occupancy, environmental ntegrity, and a full range of essential acilities and services.

The proposed land acquisition policy calls for a partnership of federal, state, and local governments to assemble ,000,000 acres in 65 metropolitan areas and prepare the land for private development under community-approved guidelines.

The estimated $5 billion cost of this land — bought first in central cities and then on the metropolitan periphery — would be recovered in a few years with appreciation in the value of the land being used to recover all of the initial cost and much of the cost of preparing the land for development.

As envisaged by the task force, this "Strategy for Building a Better America" would create sites large enough to be economically attractive to private developers. The ground rules for such development would encourage cohesive "growth units" of neighborhood scale at pre-determined locations along the transportation and utility corridors.

Each growth unit would include from 500 to 3,000 housing units. Expanded in multiples over 1,000,000 acres nationally, with the addition of high schools, community colleges, hospitals, regional shopping centers and mass transit, these growth units would be adequate to accommodate a third of the nation's expected urban growth by the year 2000.

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Milwaukee — 453-6786

BUTTERS-FETTING CO., INC. BCHIMV
Milwaukee — 645-1535

CAESAR PLUMBING & HTG. CO., INC. CHV
Menomonee Falls — 251-0664

CENTURY SHEET METAL WORKS, INC. CHV
Milwaukee — 445-6220

F. J. A. CHRISTIANSEN ROOFING CO., INC. AIM
Milwaukee — 445-4141

COMFORT CONTROL CORP. ACHMV
Milwaukee — 354-8410

CONDITIONED AIR DESIGN, INC.
Milwaukee — 475-0800

CUSTOM HEATING & AIR COND. CHV
Milwaukee — 445-7800

DAROTT ENTERPRISES, INC. HV
New Berlin — 679-2920

DE GELLEKE CO., INC. M
Brookfield — 781-5300

DEMSHAR HEATING & SHEET METAL CO., INC. ACHIV
West Allis — 321-4242

DEPENDABLE HTG. & SHEET METAL, INC. ABCHIMV
Milwaukee — 464-3080

DIETZ HEATING, INC. ACHIMV
Milwaukee — 744-8016

THE DOWNEY CO. BIKV
Milwaukee — 933-3123

DROEGKAMP FURNACE CO. CHV
Butler — 781-9610

BOB G. ENGLER CO., INC. HMV
Horicon — 485-4452

ESCHENBURG HEATING & SHEET METAL WORKS, INC. CHIV
Milwaukee — 562-0945

FORD SHEET METAL & HTG., INC. AHV
Milwaukee — 372-1170

ALFRED GOETHEL SHEET METAL WORKS, INC. ABIMV
Milwaukee — 873-1100

GOETHEL COMPANY, INC. ABCHIMV
Milwaukee — 353-8185

JOHN F. GRAF HTG. & SHEET METAL, INC. ACHKMV
Milwaukee — 445-1190

GENE GRIESE CONTRACTOR S
Pickett — 1-589-2201

J. GROESCHEL & SON CHV
Milwaukee — 873-8815

GROSS HEATING & AIR COND., INC. CHV
Milwaukee — 444-4300

GRUNAU COMPANY
Milwaukee — 481-5400

HEATING INSTALLATION CO. ACHIV
Milwaukee — 933-3919

RAY HELD HEATING & AIR COND. ACHIMV
Milwaukee — 774-0760

HILLTOP CONSTRUCTION CORP. S
Waukesha — 782-3660

LOUIS HOFFMANN CO. ABIMV
Milwaukee — 276-2695

THE HOLMING COMPANY BI
Milwaukee — 352-3250

A. HORWATH CO., INC. CHIV
Milwaukee — 466-1620

HOYE-BRENNER, INC. BIKMV
Milwaukee — 482-2500

INSULATION SERVICE, INC. M
Milwaukee — 453-2200

J & H HEATING, INC. ACHIV
Port Washington — 284-5589

W. H. JACKLIN, INC. ABCHIV
Milwaukee — 466-7040

F. X. JACOBY, INC. CHV
Milwaukee — 774-3500

KEARNES HTG. CO.
Jackson — 1-677-3165

KEHR BROTHERS ACHIV
Watertown — 261-5613

KELLY-MOHRHUSEN COMPANY, INC. ACH
Franklin — 425-5780

KONICKI HEATING & AIR CONDITIONING CO. CHM
Milwaukee — 383-3380

KRAMER HEATING & MFG., INC. ABCHIMV
Milwaukee — 383-0043

LAKESIDE SHEET METAL WORKS, INC. ABCHIV
Milwaukee — 372-3210

LANGER ROOFING & SHEET METAL, INC. AIM
Milwaukee — 871-8800

LINK BUILDERS, INC. S
Waukesha — 542-5373

MANTEI SHEET METAL WORKS, INC. BI
Milwaukee — 645-3114

G. F. MARTH & SON ACHV
Milwaukee — 444-9686

MEMMEL SHEET METAL & HEATING CO., INC. CHIV
Milwaukee — 464-5080

METALCRAFT CO., INC. ABCHIMSV
Wauwatosa — 774-4530

METAL BLDGS. OF WIS., INC. S
Pewaukee — 691-3970

METAL STRUCTURES, INC. IS
Oconomowoc — 567-5604

JIM MICHEL BUILDING SPECIALTIES, INC. M
Milwaukee — 781-3240

MILWAUKEE FURNACE COMPANY, INC. ACHV
Milwaukee — 645-8969

C. A. MOHRHUSEN, INC. CH
Menomonee Falls, Wis. — 251-8900

J. M. MUELLER, INC. BCHIKV
Waukesha — 782-8700

NATKIN & CO. BHIV
Peoria, Ill. — 1-309-691-1310

NEIS CO. ACH
West Allis — 476-0415

NEW BERLIN ERECTING CO., INC.
New Berlin — 782-2560

OLIVER CONSTRUCTION CO. MS
Oconomowoc — 786-6180

WM. PIETSCH CO. ACHV
Milwaukee — 342-1109

POJA HTG. & SHEET METAL CO., INC. ABCHIV
Milwaukee — 481-9010

POPE ENGINEERING CO. CHV
Milwaukee — 672-0450

QUALITY HTG. & SHEET METAL CO., INC. ACHV
Brookfield — 786-4450

RAAB HTG. & AIR COND. CO. ABCHIKMV
Milwaukee — 871-6786

RADLOFF SHEET METAL WORKS BHIV
Waukesha — 547-7656

REGALI CO., INC. ABCHIV
West Allis — 258-2144

REINKE METAL WORKS, INC. ABIMV
Milwaukee — 645-8145

REINKE & SCHOMANN, INC. ABIMV
Milwaukee — 964-1600

M. J. RICE CORPORATION CHV
Butler — 781-8470

RIGGERS & ERECTORS S
Milwaukee — 562-1090

RODALE SHEET METAL & AIR COND. ACHIMV
Milwaukee — 425-1590

J. ROMBERGER CO. ACHIVS
Milwaukee — 342-4024

SCHUMANN & RODEN CO. AIM
Milwaukee — 372-3670

SCHUPP HTG. & AIR COND., INC. CHV
West Allis — 541-6510

SEIDER HEATING & AIR CONDITIONING, INC. CHV
Milwaukee — 871-0050

W. E. STECKER, INC. MS
Milwaukee — 444-8858

STEEL KING CONSTRUCTION CO. MS
Waupun — 324-4426

STEGEMAN, INC., HTG., AIR COND. & SHEET METAL MFG. CO. ACHMV
Cudahy — 482-4590

SUNN HTG. & SHEET METAL, INC. ABHIMV
Milwaukee — 645-5560

SUPERIOR HTG. CO. CH
Milwaukee — 353-4010

SUPER SKY PRODUCTS, INC. AM
Mequon — 242-2000

SURRIDGE ERECTING CO., INC. MS
East Troy — 642-5556

TOTAL COMFORT OF WISCONSIN CHV
Waukesha — 547-6624

TRI-CIRCLE HEATING CO., DIV. FIELD ASSOCIATED CONTRACTORS, INC. ACHMV
Waukesha — 544-4381

C. R. TUNISON, INC. M
Brookfield — 781-8760

ED. UTTKE & SON HTG. CHM
Milwaukee — 383-2105

VER HALEN, INC. M
Milwaukee — 463-7700

VETTER HARDWARE & SHEET METAL ACHM
Milwaukee — 374-1119

VOIGHT SHEET METAL, INC. ABCHIMV
Milwaukee — 463-4930

W & H, INC. BHIV
Milwaukee — 444-7500

WALL SYSTEMS, INC. AIMS
Cedarburg — 377-7440

WALSH SHEET METAL & HTG. CO., INC. CHIMV
Milwaukee — 442-7770

WALTERS SHEET METAL CORP. ACHKMV
Milwaukee — 462-5120

WANDREY HEATING, INC. ACH
Milwaukee — 873-0440

WENNINGER CO., INC. CHIV
Milwaukee — 671-0192

WINKLER SHEET METAL, INC. BIMV
Milwaukee — 354-7100

WISCONSIN BRIDGE & IRON COMPANY AIMS
Milwaukee — 466-2100

WISCONSIN HEATING, INC. ACHIMV
Butler — 781-6990

ZIEN SHEET METAL CO. CHIV
Milwaukee — 463-6100

"Symbols" show major work engaged in by each firm.

A — Architectural Sheet Metal
B — Fume and Dust Control Systems
C — Residential Cooling
H — Warm Air Heating Systems
I — Industrial Sheet Metal
K — Kitchen Equipment
M — Sheet Metal Specialties
S — Sheet Metal Buildings
V — Commercial Ventilating and Cooling

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