


An abstract architectural model or drawing featuring a complex, multi-level structure. The design is composed of various geometric forms, including rectangular blocks, triangular sections, and a central grid-like framework. The color palette is muted, with shades of beige, cream, and light brown, accented by small areas of red and yellow. The overall composition suggests a modern, possibly Brutalist, architectural style with a focus on geometric precision and spatial complexity.

# WSA

## Wisconsin Architect Honor Awards

November 1981





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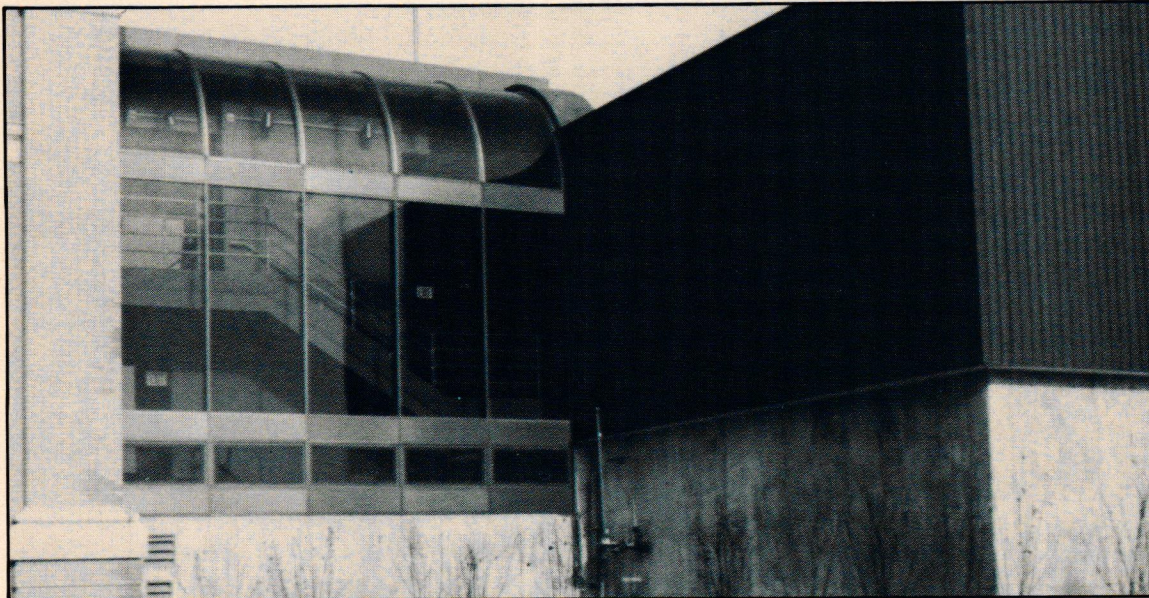
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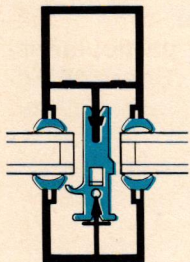
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First Federal Savings and Loan, Architect: Gene Hickey & Associates, Minneapolis, MN

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# Promoting The Profession

by Eric Englund

There are lots of things that architects disagree about. Design/Build, Construction Management, registration requirements, code standards, marketing techniques, appropriate fees for professional services, benefit (detriment) of membership in WSA or AIA, the future of architecture . . . the list goes on.

One thing that most architects do agree on is the suggestion that there is a need for further public education and awareness of architecture and role of the architect in the construction process.

During the past several months the WSA has undertaken a humble attempt to advance the cause of architectural awareness and education to the general public and potential client groups. For instance:

## WSA SLIDE/TAPE SHOW

Thanks to the persevering efforts of E. William Johnson, AIA, of Milwaukee, the WSA has a high quality slide/tape show which has been professionally prepared. This presentation and the necessary equipment is available to all WSA members for their use in promoting architectural awareness and education. This ten minute presentation seeks to provide an audience with renewed respect for the diversity and complexity of the architect's role. The presentation further seeks to persuade individuals to call on architects at the outset of the building program, and to rely on competent Wisconsin architects for projects regardless of size and scope. The slides used are of Wisconsin buildings and have been contributed by WSA members. If you are interested in screening this slide/tape show or using it for a service club, career day, or any other purpose please contact the WSA office.

## ARTICLES PROMOTING ARCHITECTURE

As an additional means of promoting architectural awareness and education the WSA has submitted several articles for publication in regional magazines. All of these articles emphasize the energy savings benefits that accrue to a building owner who utilizes an architect. "Architecture - An Energy Efficient Investment" has been submitted to Mid-Western Banker for publication later this fall. "Architecture Saves Energy Dollars" has been submitted to Wisconsin Business for publication later this fall. The WSA is currently screening additionally regional and statewide publications to determine whether they would be receptive for similar articles which are tailored toward their specific readership.

## SIGNIFICANT PROJECTS

The WSA is also working with the Milwaukee Journal in identifying "Significant Projects" which will be featured in future feature articles to be published in the Milwaukee Journal. The WSA has provided all members with an informational data sheet to be compiled on any project in which they are involved which they feel may be of interest for this type of article. All screening to determine whether or not the project is in fact "significant" is being done by the staff of the Milwaukee Journal.

## WSA HONOR AWARDS PROGRAM

As detailed further in this issue of the Wisconsin Architect, 16 projects undertaken by Wisconsin architects have been determined by an independent jury to merit an Award for Excellence in Architecture. Both the Wisconsin State Journal and the Milwaukee Journal provide feature coverage of these award winners. Additionally, the architects, general contractor, and owner as-

sociated with each award winning project has received a Citation recognizing the excellence in the project. One of the goals of the WSA in annually sponsoring this event is to provide greater public awareness and education regarding the high calibre and quality of architectural services provided in Wisconsin. It is the hope of the WSA that the publicity surrounding this event generates increased public understanding and appreciation of all architects . . . not just the firms that win the awards.

## ARCHITECTS IN SCHOOLS

Jim Schlueter, AIA, of Green Bay is presently involved in developing a curriculum which can be used in public schools as a means of fostering appreciation and understanding of the role of architecture. These activities are premised upon the observation that as students become better informed about the scope of architecture that they will become more aware consumers of the service.

## WISCONSIN ARCHITECT

During the past nine months over 5,000 copies of the Wisconsin Architect have been distributed to individuals who have a special interest in a particular issue. Contractors, Hospital Administrators, Developers, and Housing Authorities have all received selected issues which provide information and materials in which they have an interest.

## CONCLUSION

Where do we go from here? Clearly the above itemization will not single handedly achieve the goal of increased public awareness and appreciation of architecture. At best, each one of these efforts represents a small step . . . which is hopefully in the right direction. In order to take more small (or large) steps we need the suggestions, assistance, and input of the profession. If you have an idea for a means of reaching this common goal, please contact the WSA office, your Chapter Officers, or member of the WSA Board of Directors.



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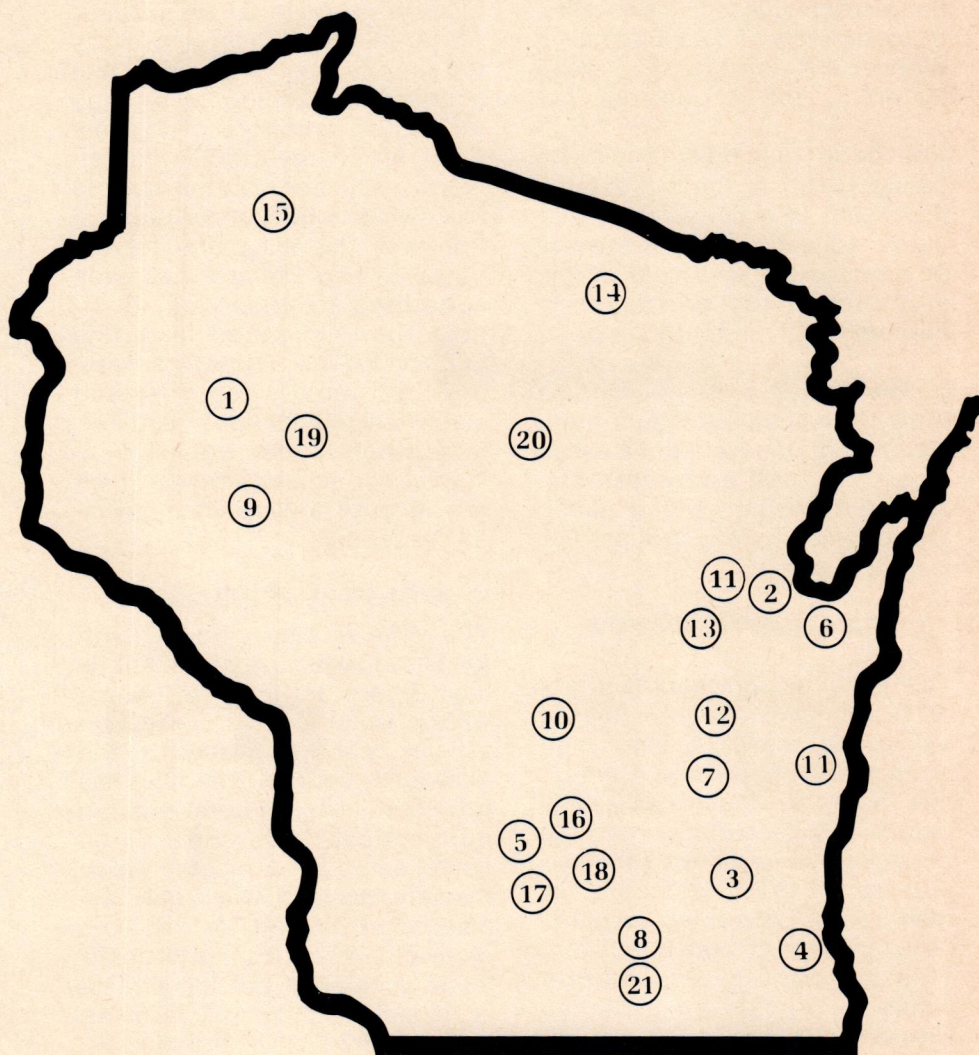
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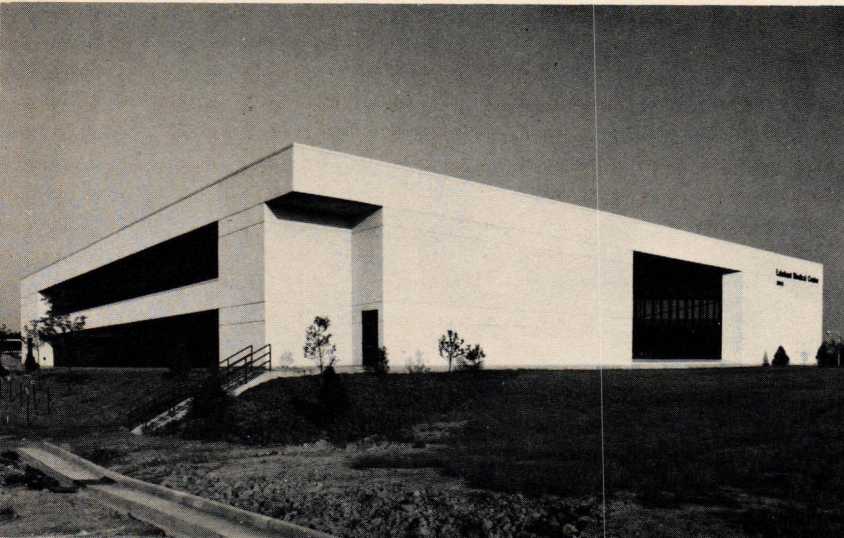
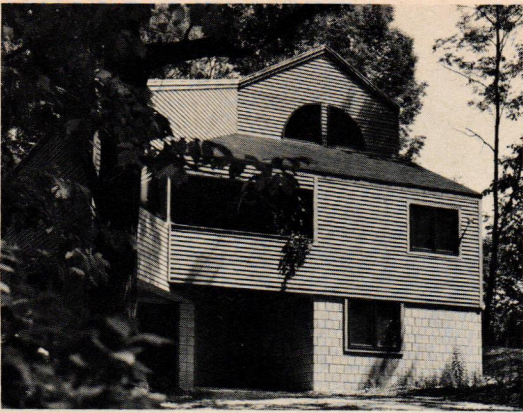
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# 1981 AWARDS FOR EXCELLENCE IN ARCHITECTURE



The WSA annually sponsors an Awards Program to increase public awareness of the variety and scope of its members' design solutions. Projects submitted by WSA members are evaluated on the individual project's ability to solve the design problem presented by the owner. An Award for Excellence in Architecture is then granted to those projects to be found most noteworthy by the jurors.

This year there were 72 entries, of which 16 were granted an Award for Excellence.

The jury was composed of architects with practices outside of Wisconsin who are recognized for their design excellence. Members of the Jury were: Thomas H. Hodne, Jr., FAIA, Minneapolis, Minnesota; James L. Nagle, FAIA, Chicago, Illinois; Gene Mackey, AIA, St. Louis, Missouri.

The Jury convened in Milwaukee with the jurors spending about ten hours reviewing the submitted brochures and making their decisions.

The Award Certificates have been presented to the winning architects, owners and contractors by President Walter E. Zoller, AIA and David Brust, AIA, chairman of the 1981 Awards Committee at the Awards Dinner at the Milwaukee Hyatt Regency on October 7, 1981.

On the following pages are the 16 award winning projects. Boards depicting these projects have also been displayed in Milwaukee, Madison, will be displayed at the WSA's 1982 Convention, and are available to any member for purposes of display in their community. For further information regarding use of these award winning boards, contact Karen or Eric at the WSA office.



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Architect: Milton Royko  
Glen Ellyn, Illinois  
Tile: Spanish Smooth Red*



*Sarasota Federal Savings  
& Loan Assn.  
Sarasota, Florida  
Architect: Edwin Gremli II  
Sarasota, Fla.  
Tile: French Two-Tone High Glaze Blue*



*Philip J. Sharples Hall  
Swarthmore College  
Swarthmore, Pa.  
Architects: Vincent G. Kling & Partners  
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Tile: Williamsburg Colonial Gray*



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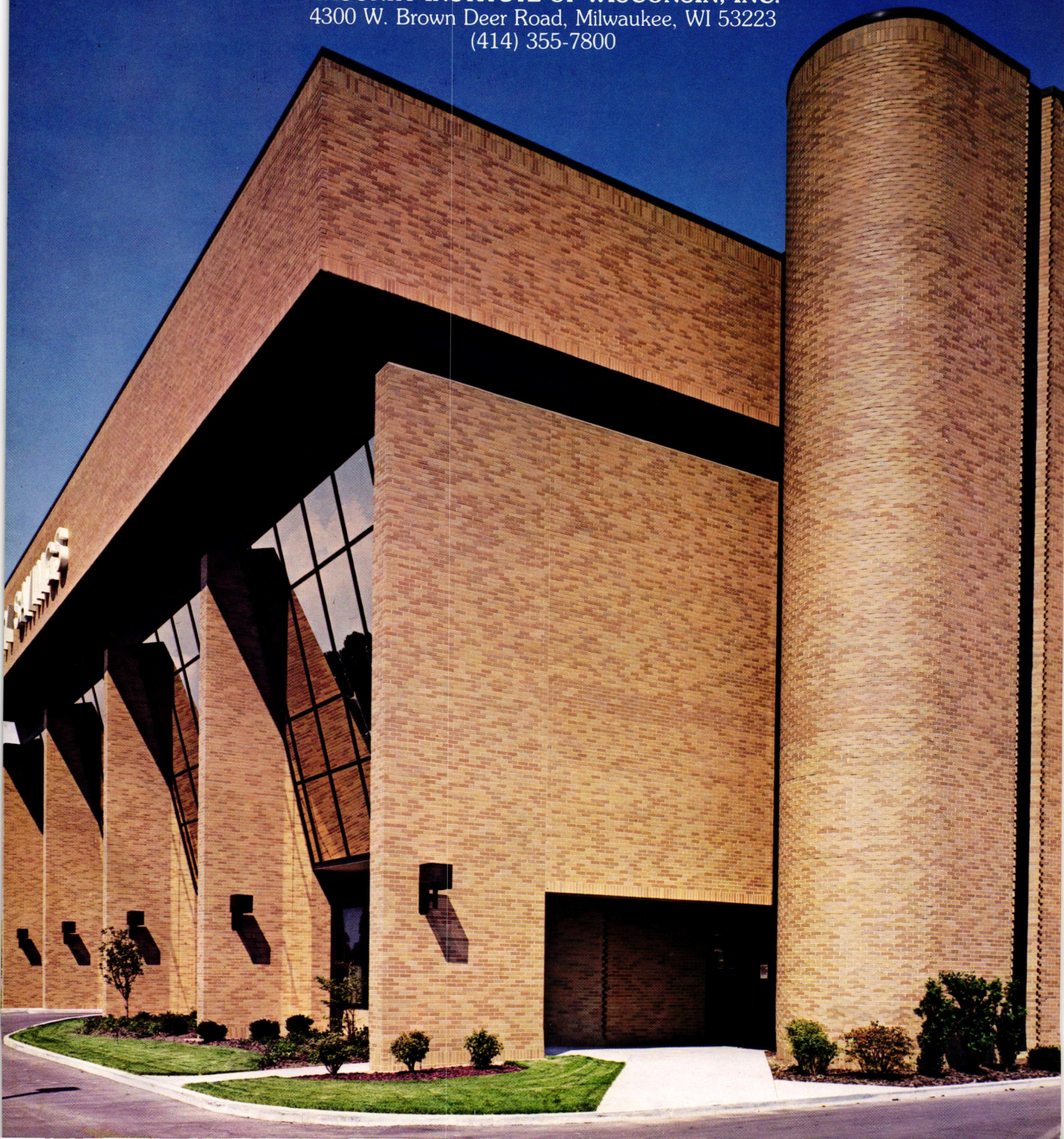
ARCHITECT: Torke, Wirth, Pujara, Ltd.

PROJECT: Security Savings &  
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Glendale, Wisconsin

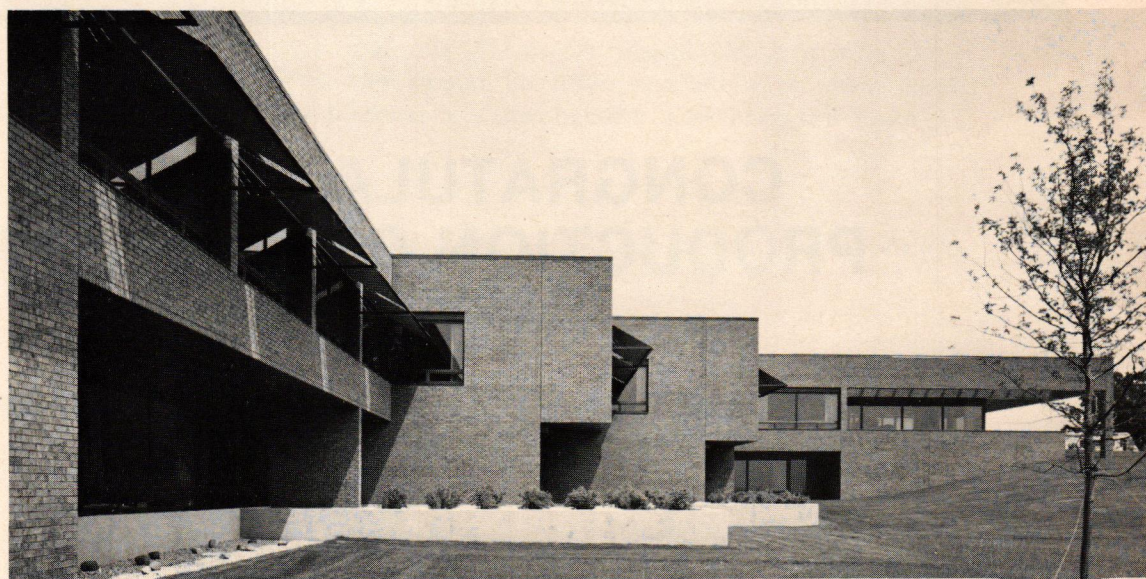
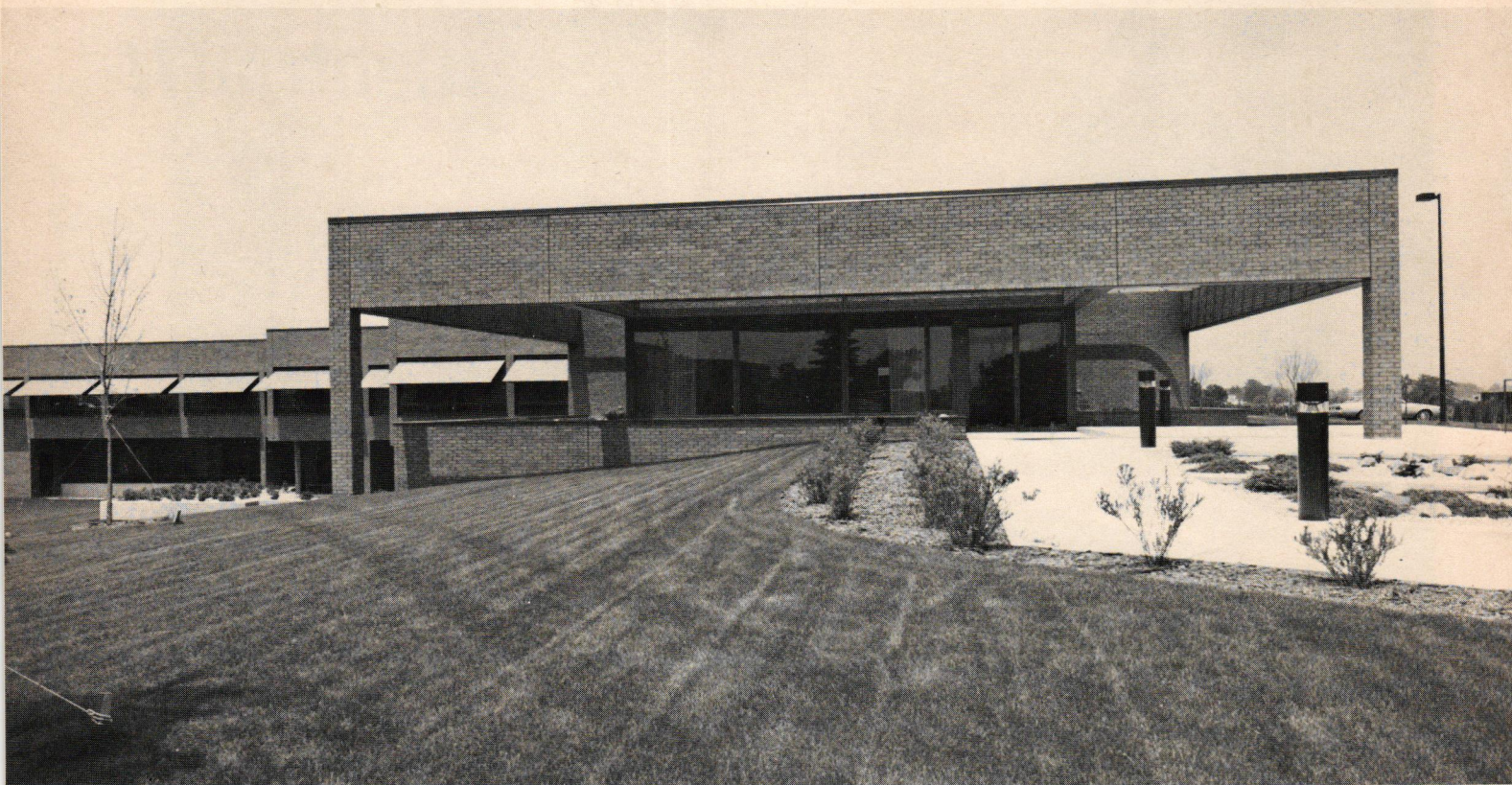
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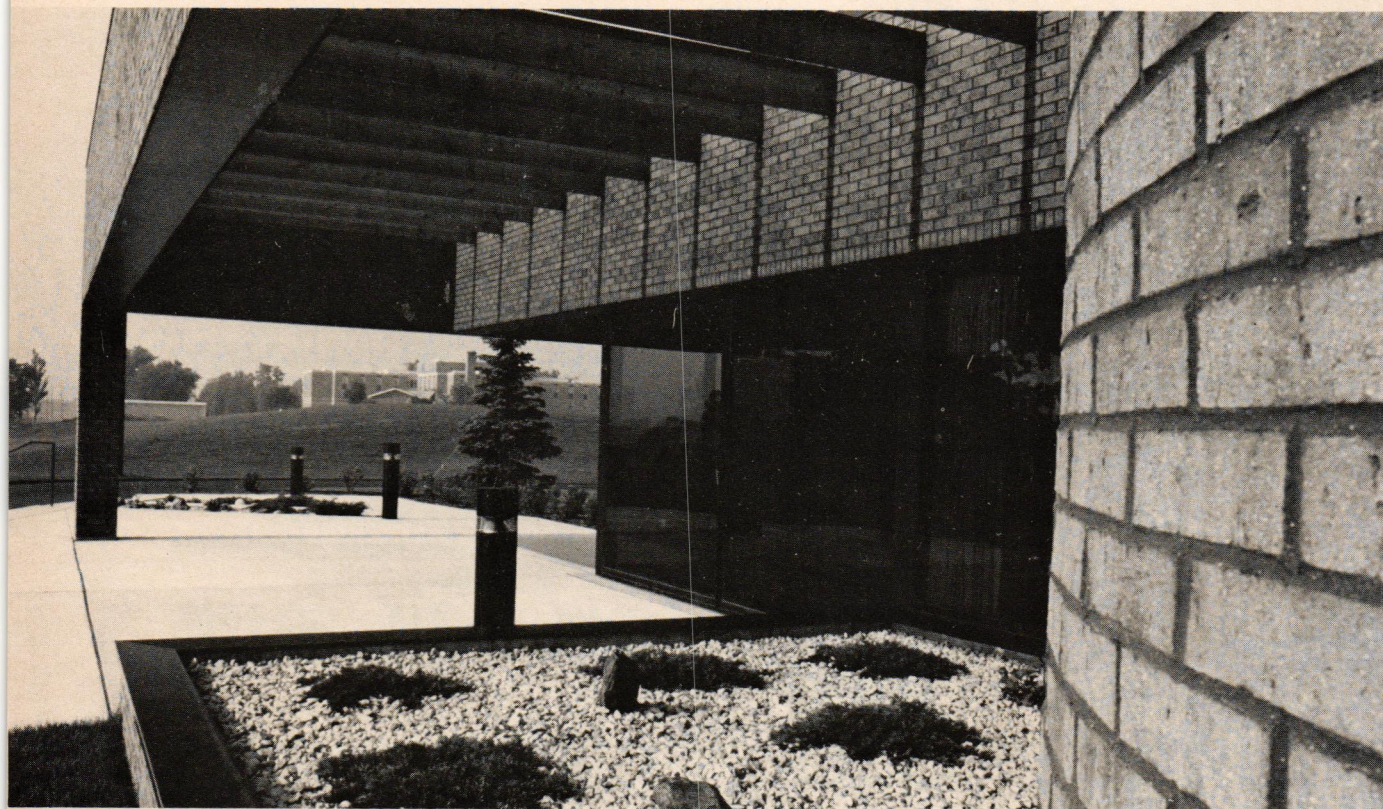
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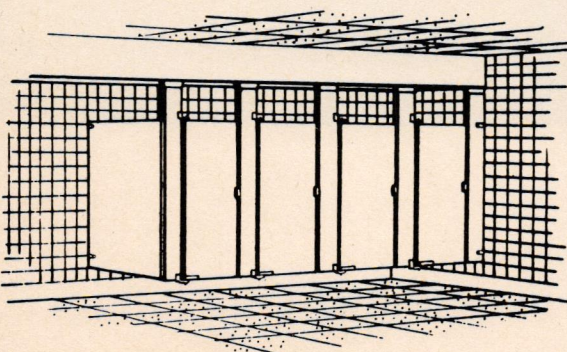
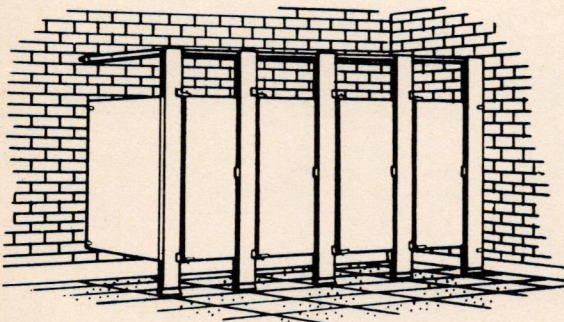
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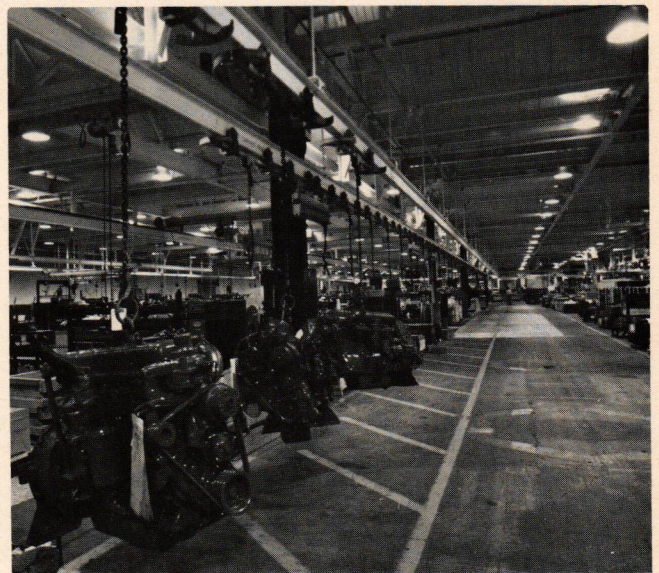
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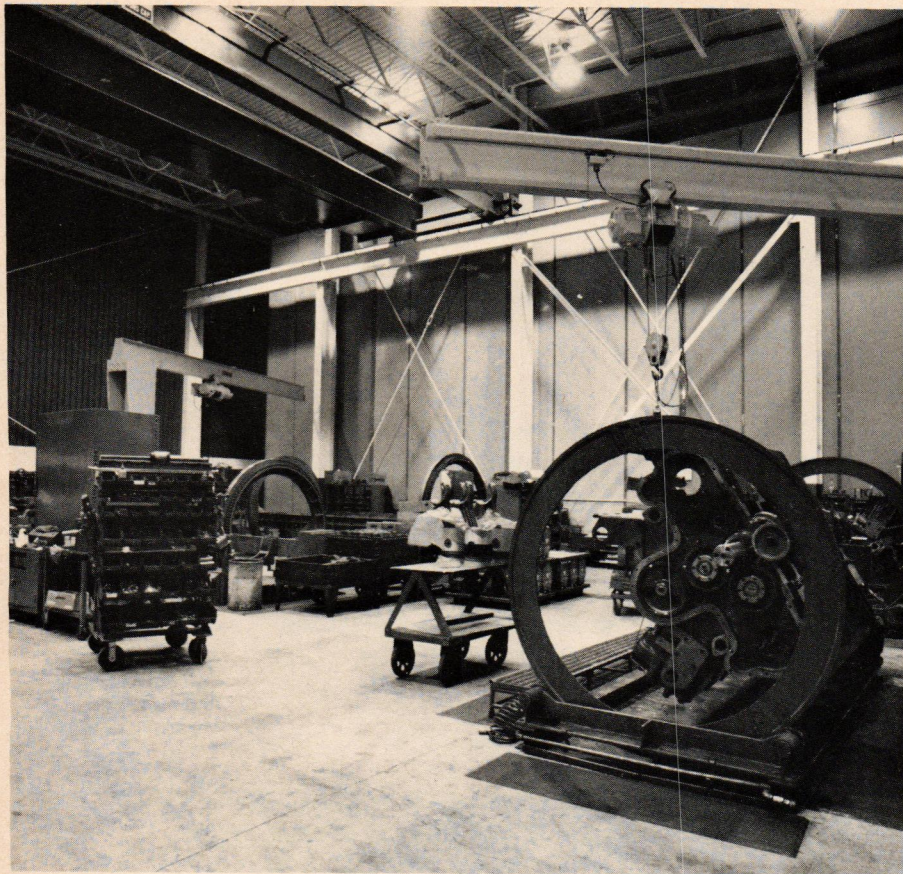
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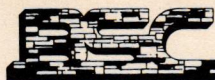
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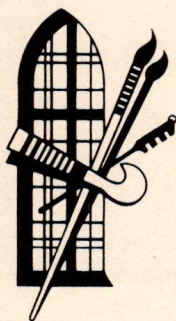
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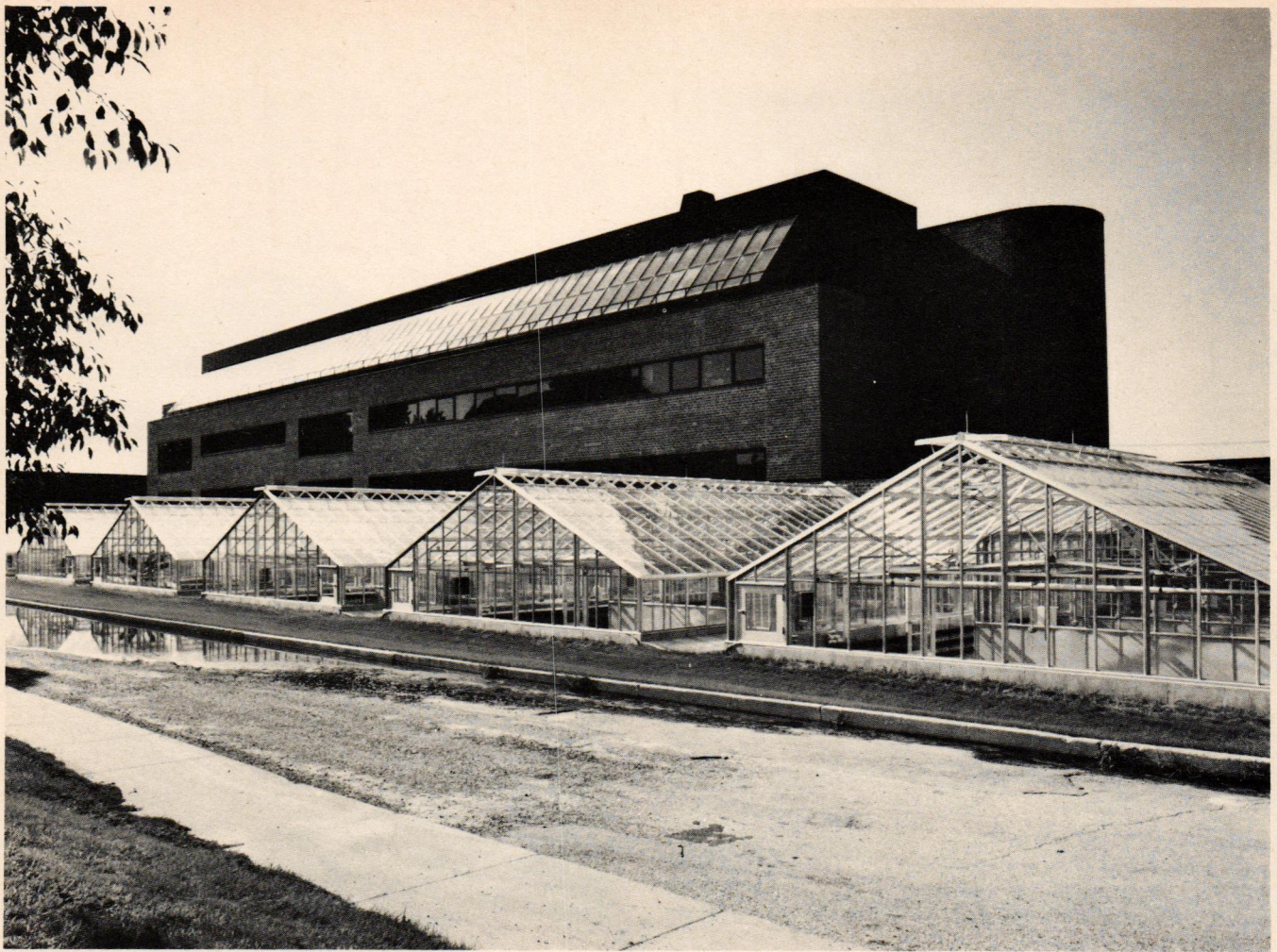
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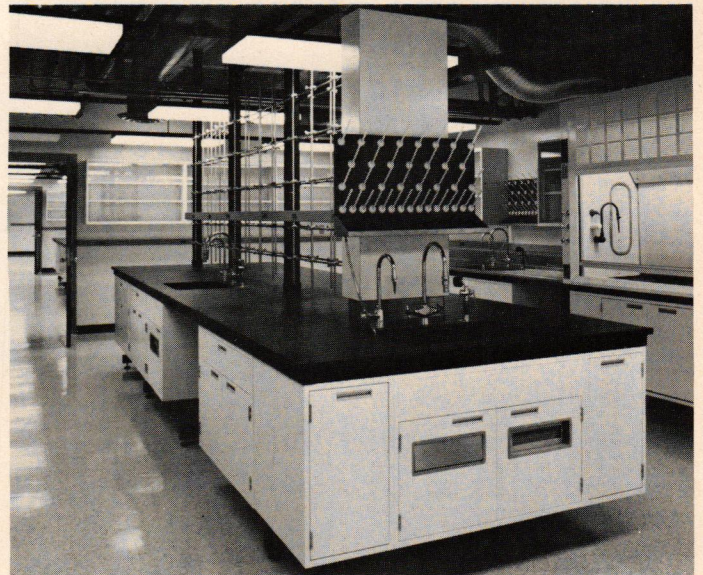
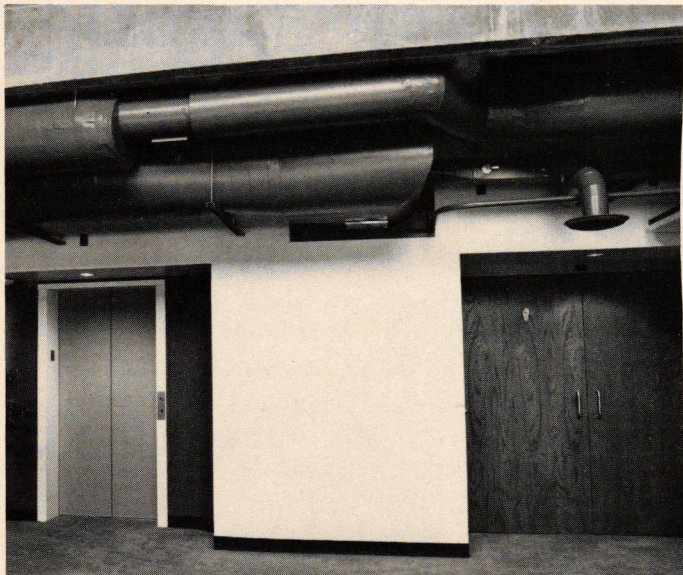
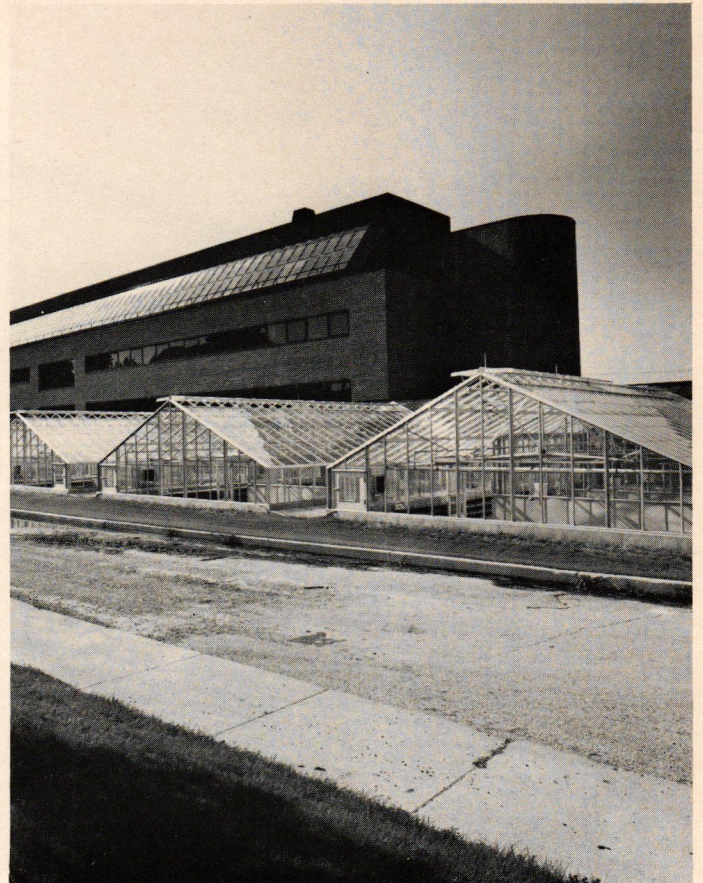


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**Project:**

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Research Center  
Campus Laboratory Facility  
Madison, Wisconsin

**Owner:**

The United States Department of  
Agriculture  
Science and Education  
Administration  
North Central Region  
Peoria, Illinois

**Architect:**

Flad & Associates of Madison,  
Inc.  
Madison, Wisconsin  
William C. Bethke, AIA,  
Project Manager  
Ralph J. Jackson, Jr., AIA,  
Project Architect  
Edward DuPuis, AIA,  
Project Engineer

**Consultants:**

Laboratory Consultants -  
Earl Walls Associates  
La Jolla, California

**General Contractor:**

J. H. Findorff & Son, Inc.  
Madison, Wisconsin




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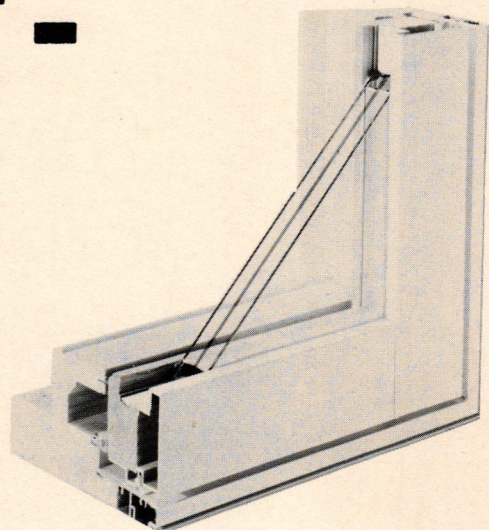
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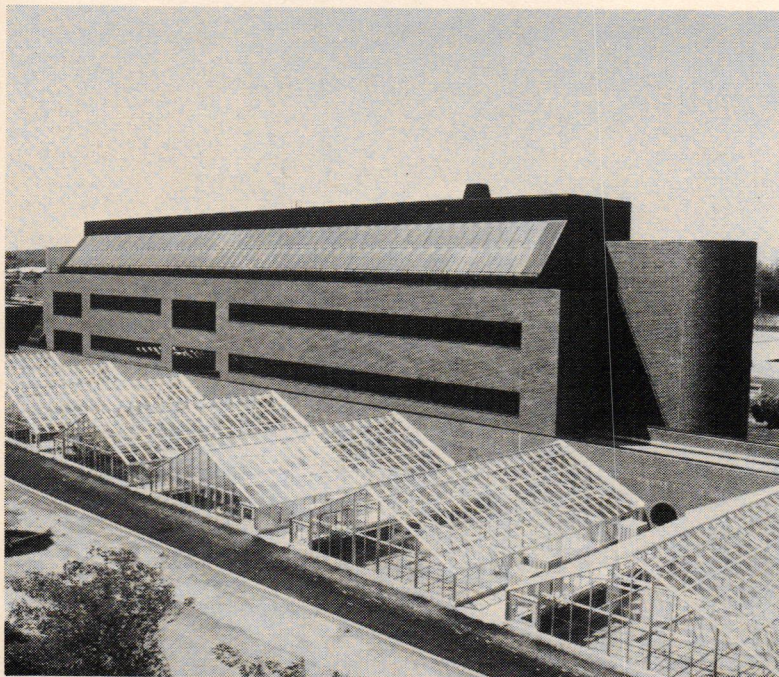
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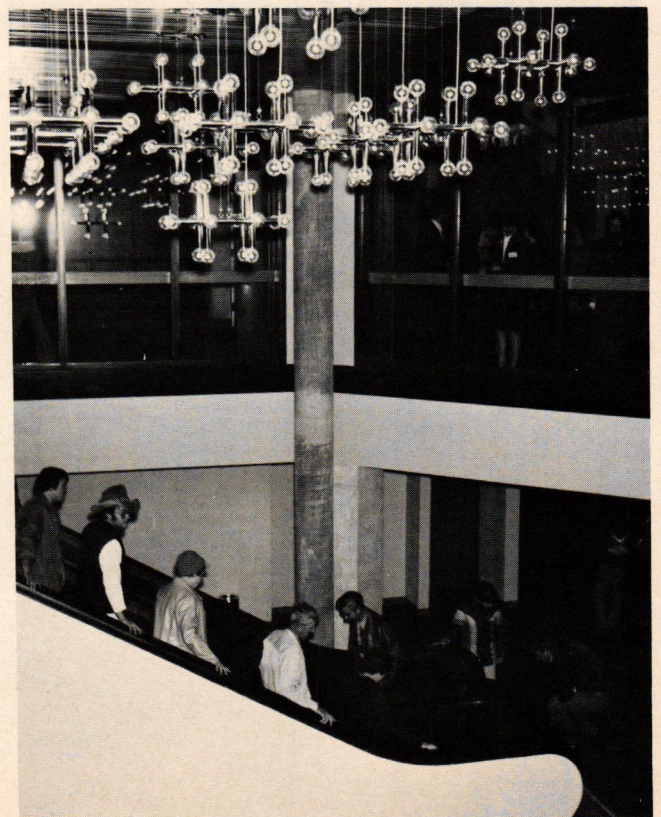
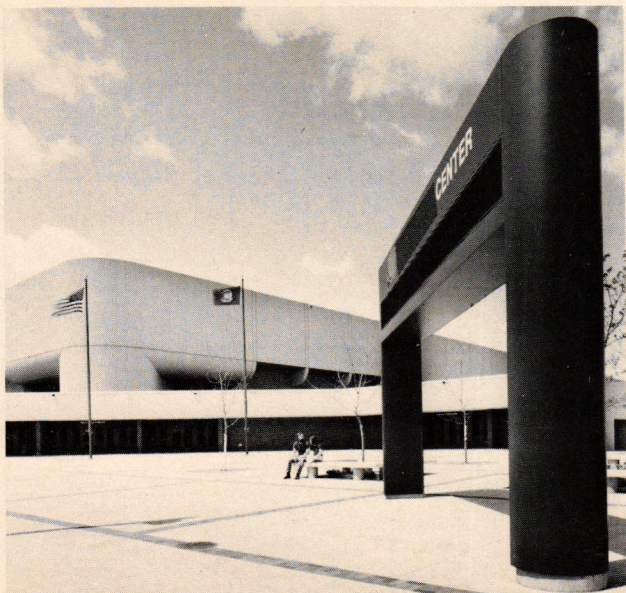
**Architects**

**Flad & Associates**  
Madison, Wisconsin  
Milwaukee, Wisconsin  
Gainesville, Florida

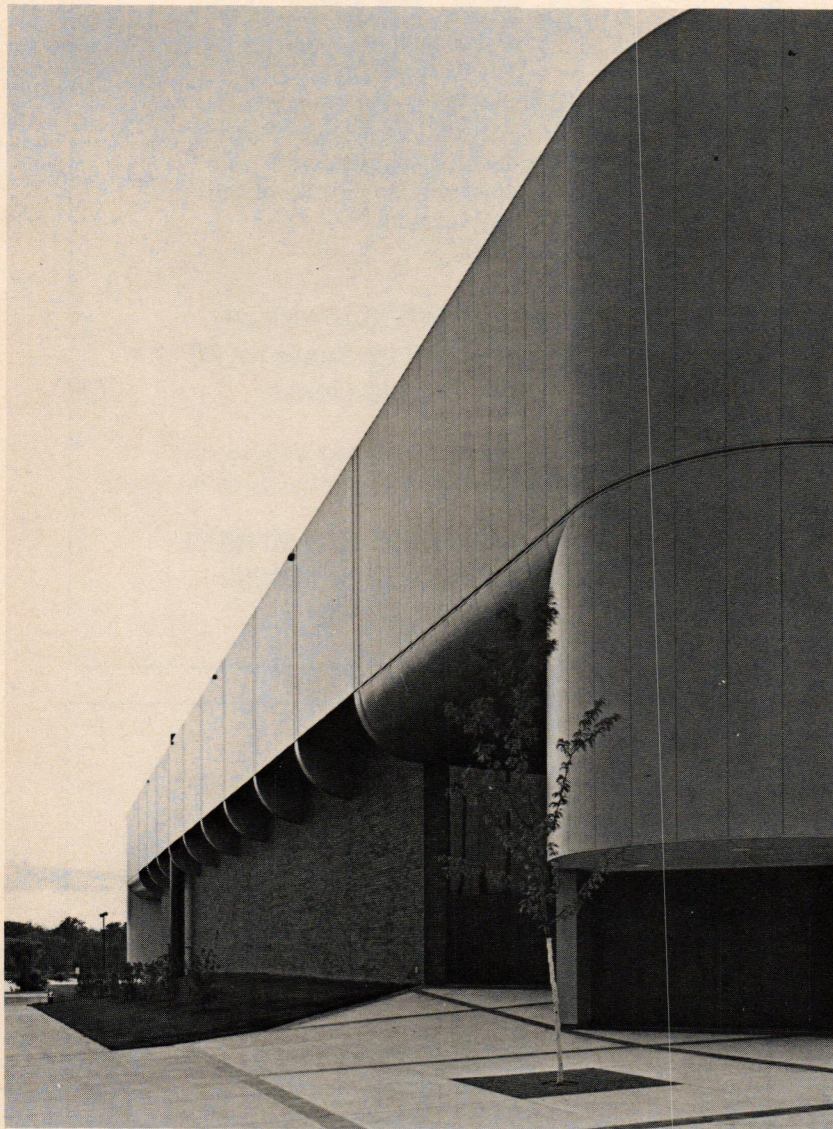
**Contractors**

**J. H. Findorff & Son**  
Madison, Wisconsin  
Milwaukee, Wisconsin  
Tampa, Florida









# HSR ASSOCIATES, INC.

**Project:**  
La Crosse Center  
La Crosse, Wisconsin

**Owner:**  
City Of La Crosse  
La Crosse, Wisconsin

**Architect:**  
HSR Associates, Inc.  
La Crosse, Wisconsin

**Consultants:**  
Arnold & O'Sheridan - Structural  
Goulet-Rigby - Electrical

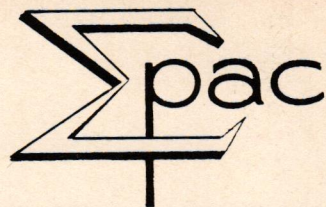
**General Contractor:**  
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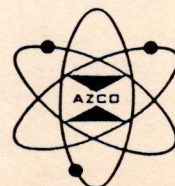
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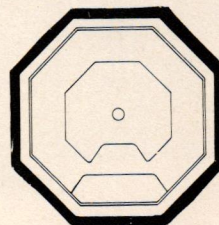
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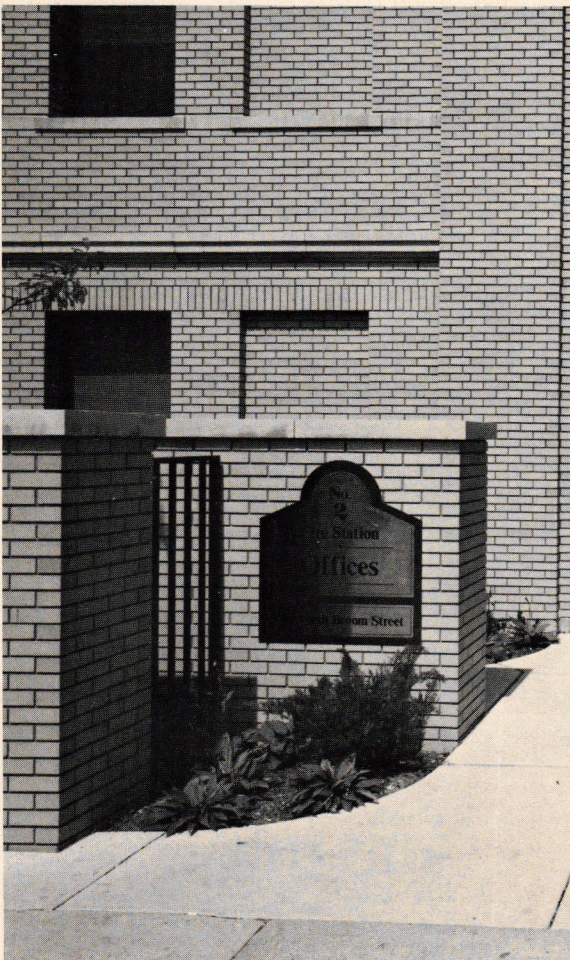
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**Project:**  
Fire Station No. 2  
Madison, Wisconsin

**Owner:**  
Urban Land Investments, Inc.  
Madison, Wisconsin

**Architect:**  
Kenton Peters and Associates,  
Inc.  
Madison, Wisconsin

**Consultants:**  
Arnold & O'Sheridan, Inc.  
Madison, Wisconsin

**General Contractor:**  
Continental Construction  
Corporation  
Madison, Wisconsin

**KENTON PETERS AND ASSOCIATES, INC.**



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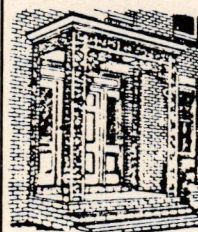
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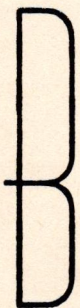


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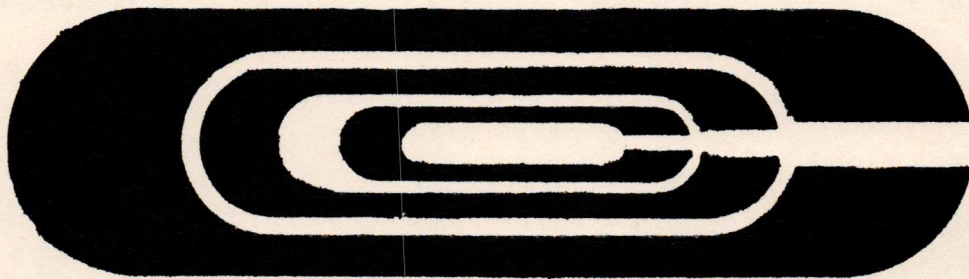
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FIRE STATION #2

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FLATWORK

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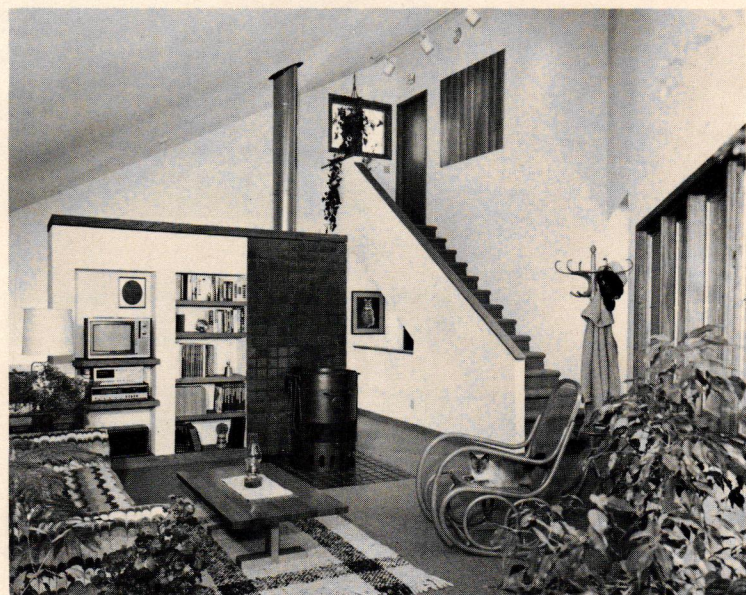
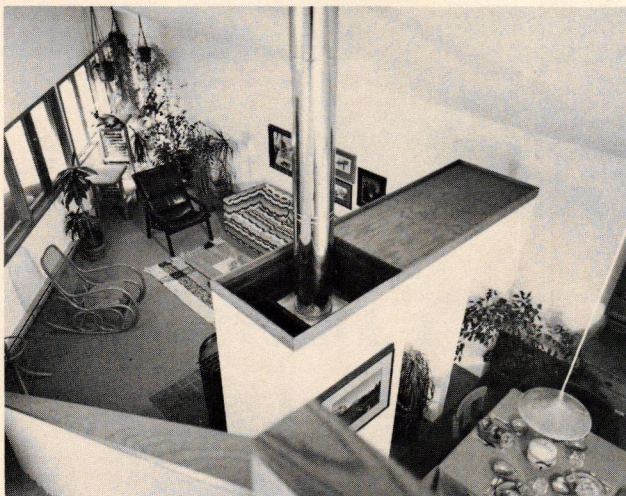


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**Project:**

Garris House  
North 50 West 34402 Road P  
Okauchee, Wisconsin 53069

**Owner:**

James and Barbara Garris  
North 50 West 34402 Road P  
Okauchee, Wisconsin 53069

**Architect:**

Douglas N. Kozel, A.I.A.  
110 Kensington Drive  
Madison, Wisconsin 53704

**General Contractor:**

Owner Acted As Contractor



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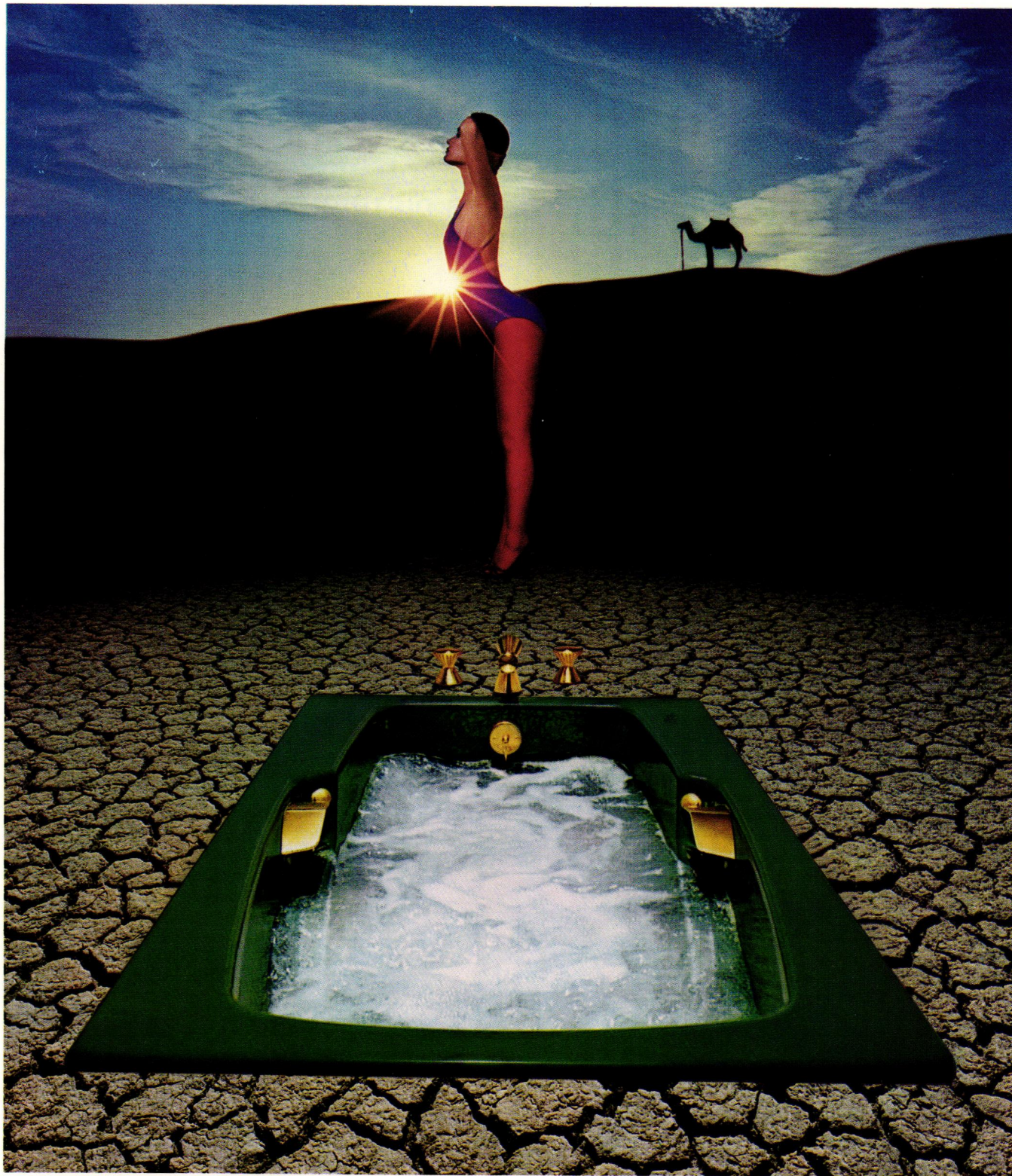
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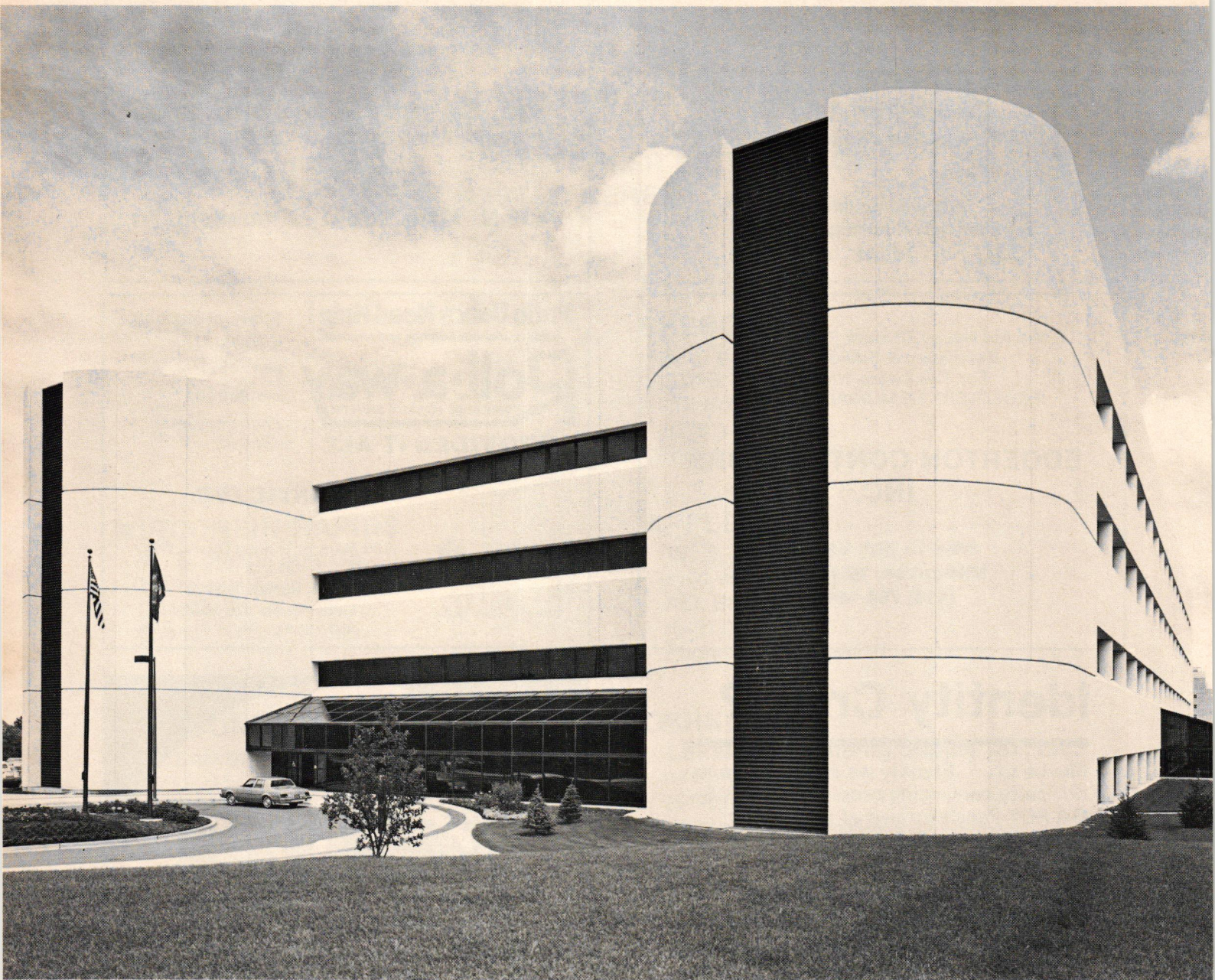




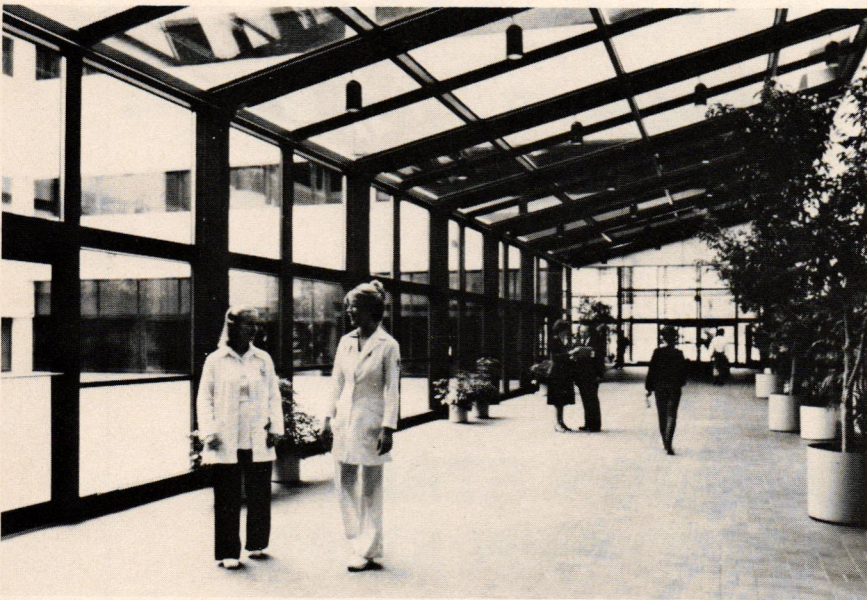
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**Project:**  
Froedtert Memorial Lutheran  
Hospital  
Wauwatosa, Wisconsin

**Owner:**  
Froedtert Memorial Lutheran  
Hospital  
Wauwatosa, Wisconsin

**Architect:**  
The Zimmerman Design Group,  
Inc.  
Milwaukee, Wisconsin  
Stone, Marraccini & Patterson  
San Francisco, California

**Consultants:**  
**Structural -**  
PMB Systems Engineering,  
Inc.  
San Francisco, California  
Brust Engineering, Inc.  
Wauwatosa, Wisconsin  
**Mechanical -**  
Guttmann & MacRitchie  
San Francisco, California  
Ring & DuChateau, Inc.  
Milwaukee, Wisconsin  
**Electrical -**  
Cammisa & Wipf  
San Francisco, California

**General Contractor:**  
Construction Manager  
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Findorff-Hutter  
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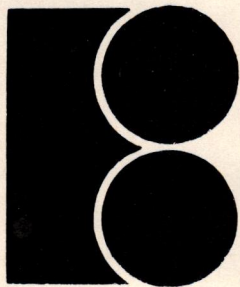
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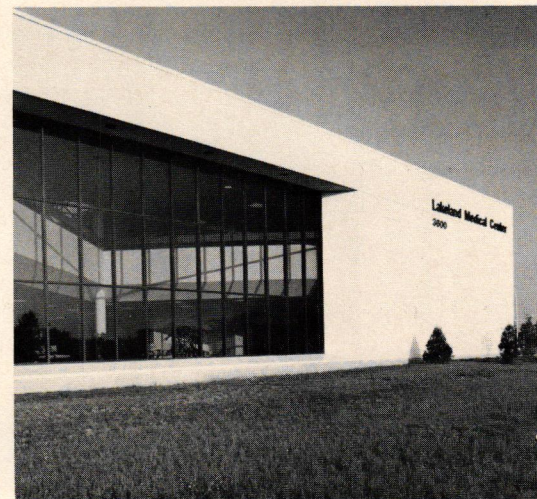
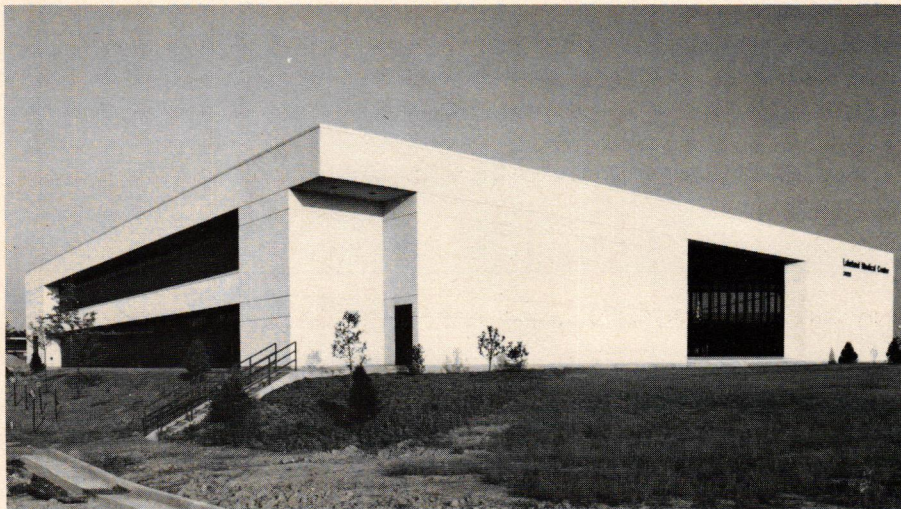
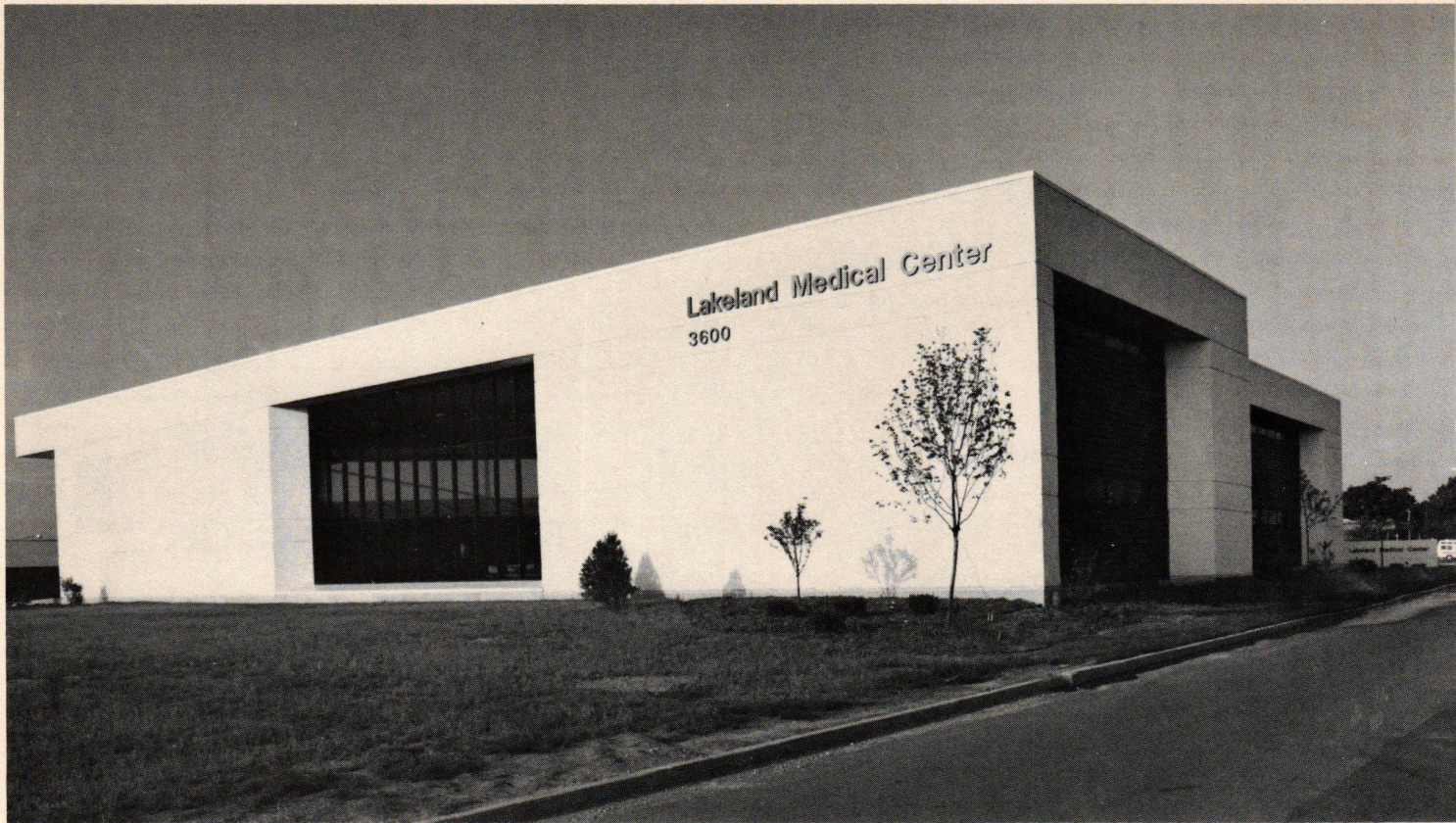
*We are proud to have participated in the two award winning projects, and wish to extend our congratulations to Flad and Affiliated for their excellence in design and expertise shown in the Lakeland Medical Center and Lakeland Institute.*

# Elmer Hume Incorporated, The General Contractor

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216-323-2025**









# FLAD & ASSOCIATES OF MADISON, INC.

**Project:**  
Lakeland Medical Center  
Lorain, Ohio

**Owner:**  
Lakeland Medical Center, Inc.  
Lorain, Ohio

**Architect:**  
Flad & Associates of Madison,  
Inc.  
Madison, Wisconsin

**General Contractor:**  
Elmer Hume, Inc.  
Amherst, Ohio





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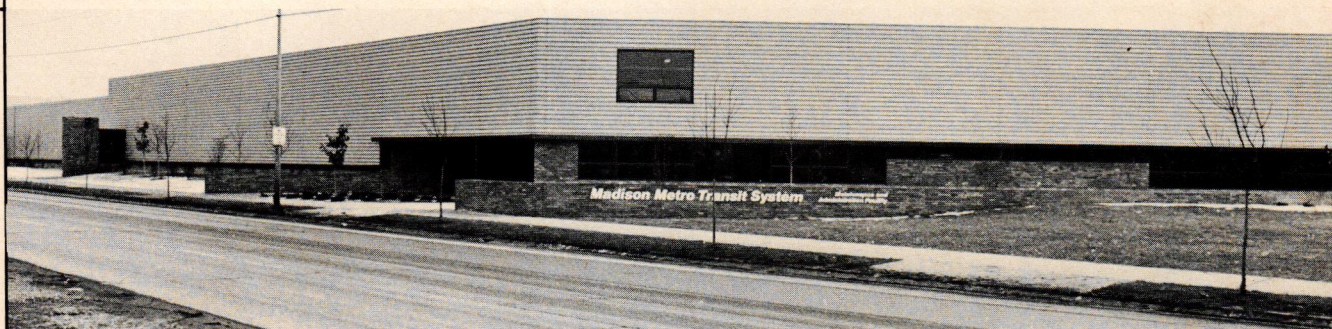
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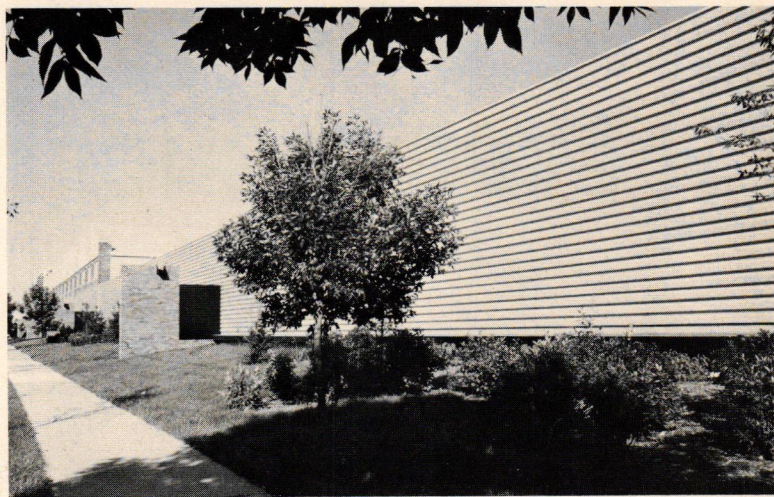


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**Project:**  
**Madison Metro Maintenance  
 and Administration Facility**  
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**Owner:**  
 City of Madison  
 Dept. of Transportation  
 Madison, Wisconsin

**Architect:**  
 Bowen Williamson Zimmermann  
 (formerly Bowen Kanazawa  
 Partnership)  
 Madison, Wisconsin

**Consultants:**  
**Structural Engineers -**  
 Strand Associates  
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**Mechanical Engineers -**  
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**General Contractor:**  
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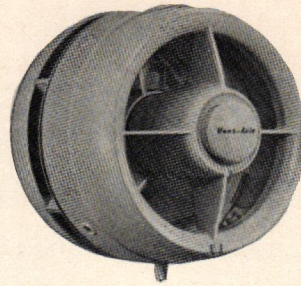


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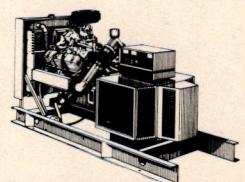
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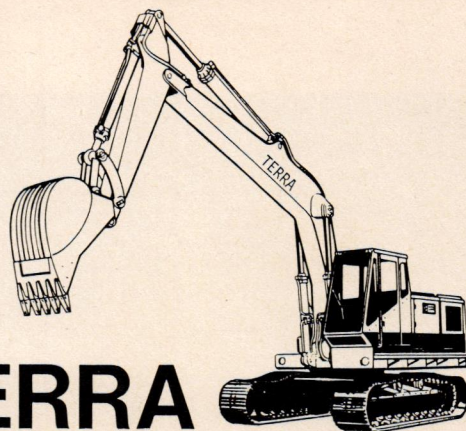


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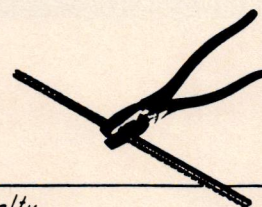
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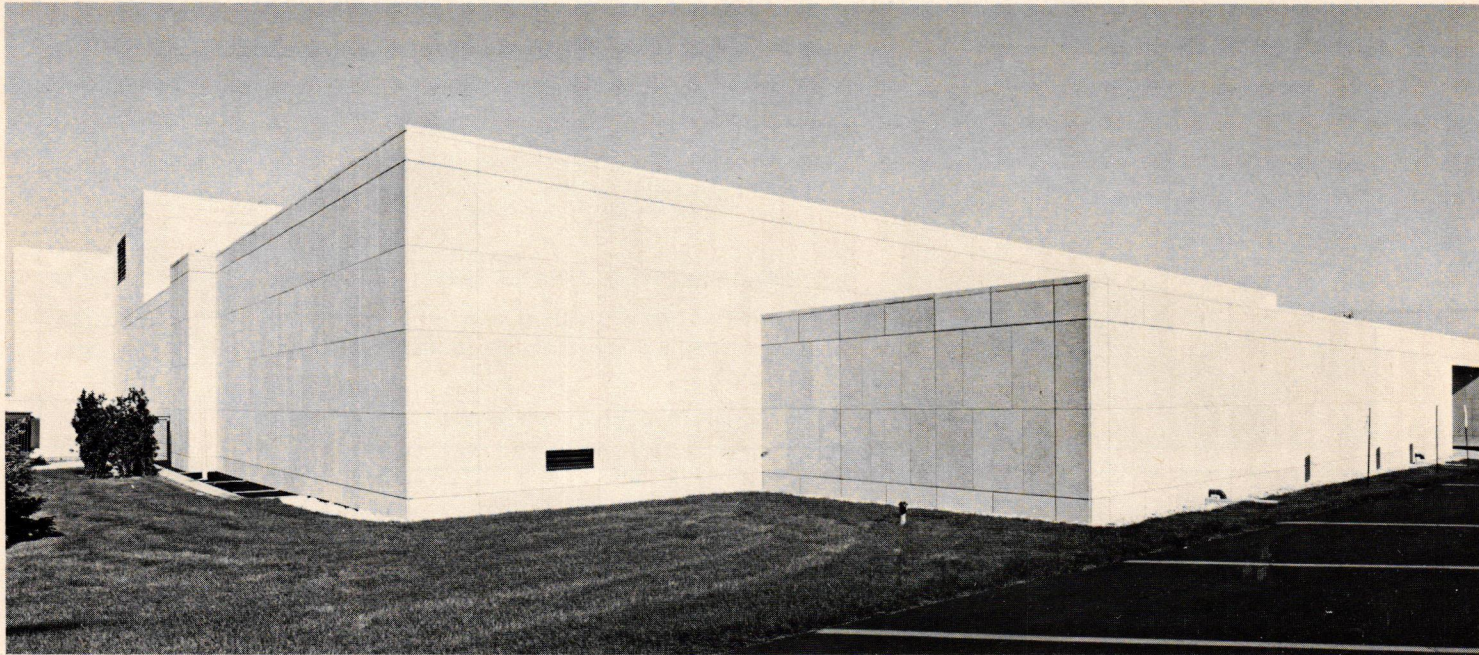
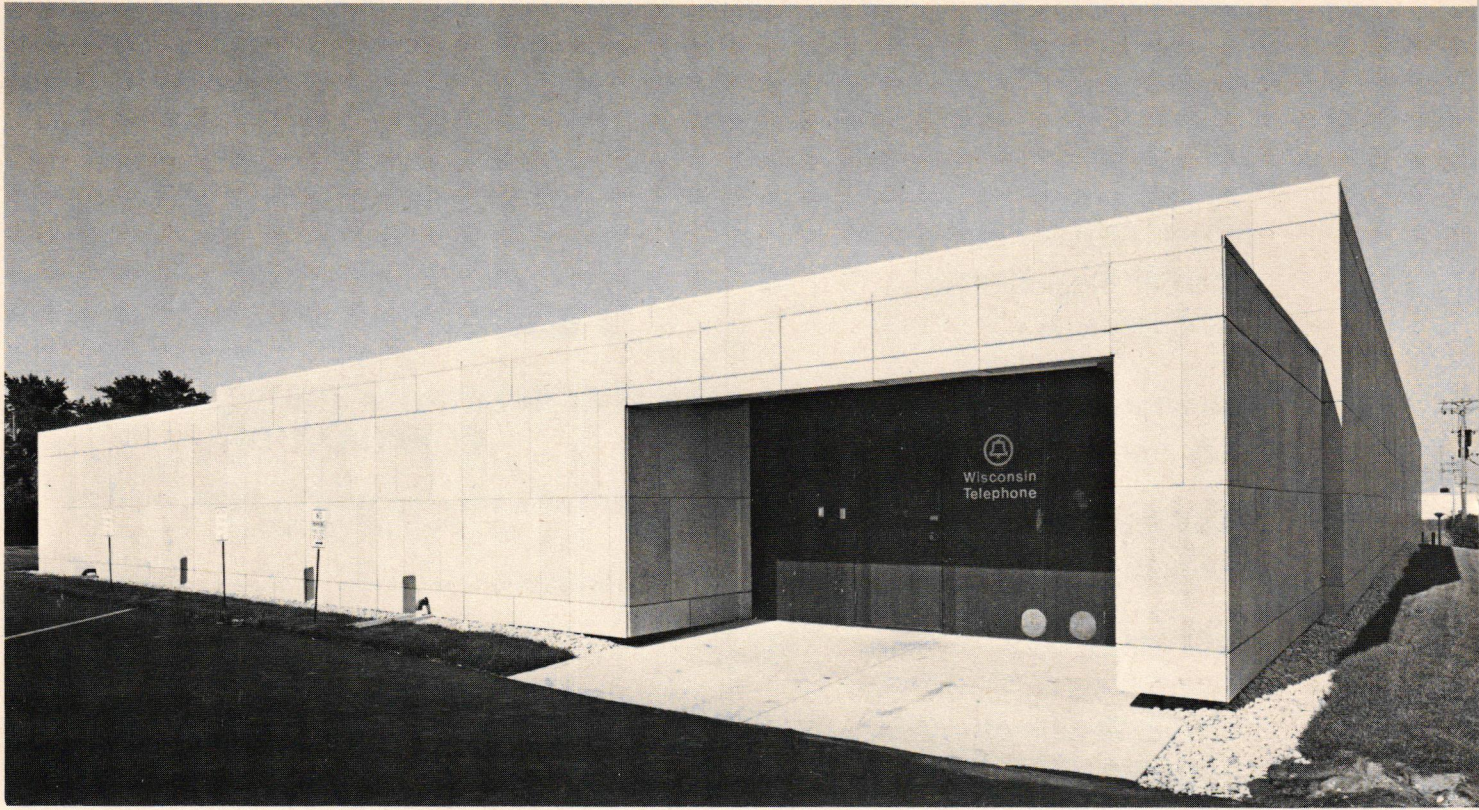
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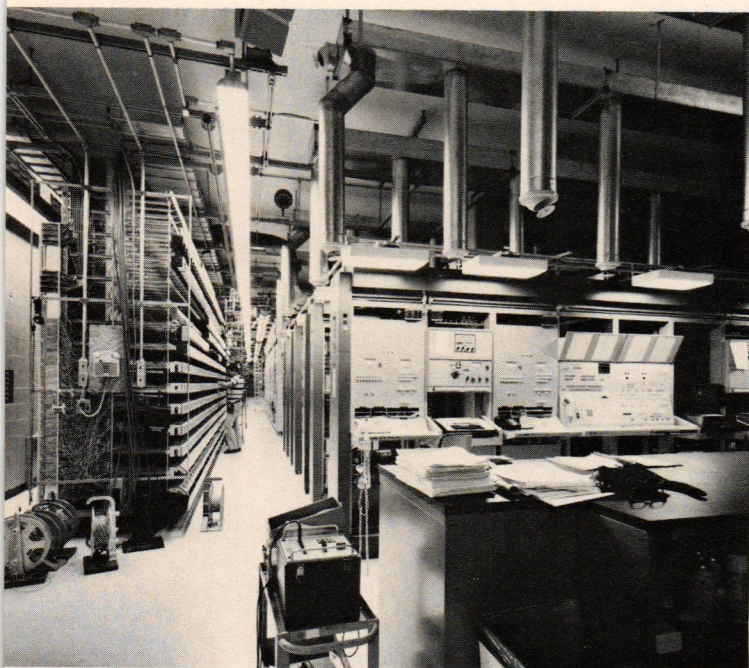
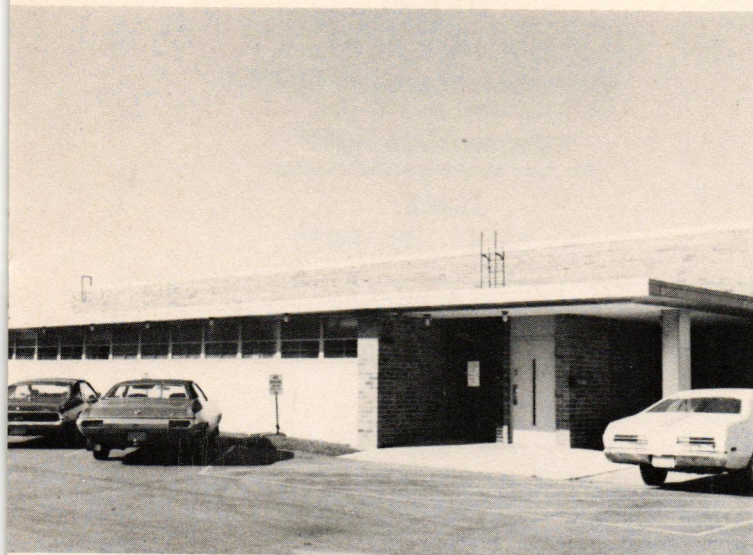
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**Project:**  
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Brookfield, Wisconsin

**Owner:**  
Wisconsin Telephone  
Brookfield, Wisconsin

**Architect:**  
Vega Architects, Inc.  
Mukwonago, Wisconsin

**Consultants:**  
HVAC - Bert Fredricksen, Inc.  
Electrical - Dolan & Dustin, Inc.  
Plumbing - Lubenow & Gobster,  
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Structural - Gilbert Feldman, Inc.

**General Contractor:**  
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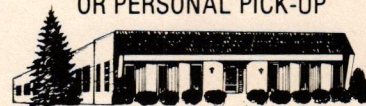
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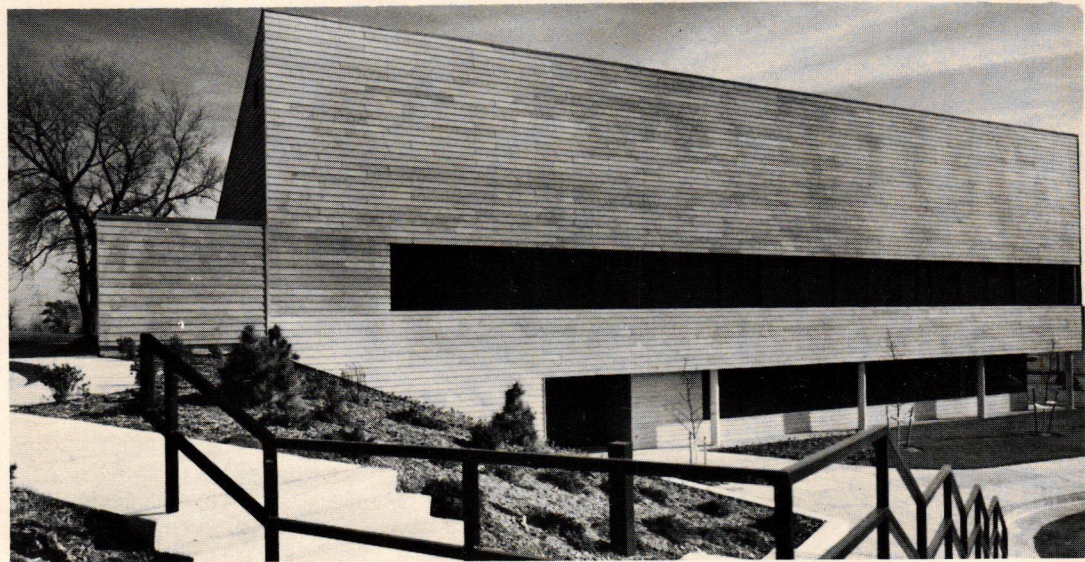
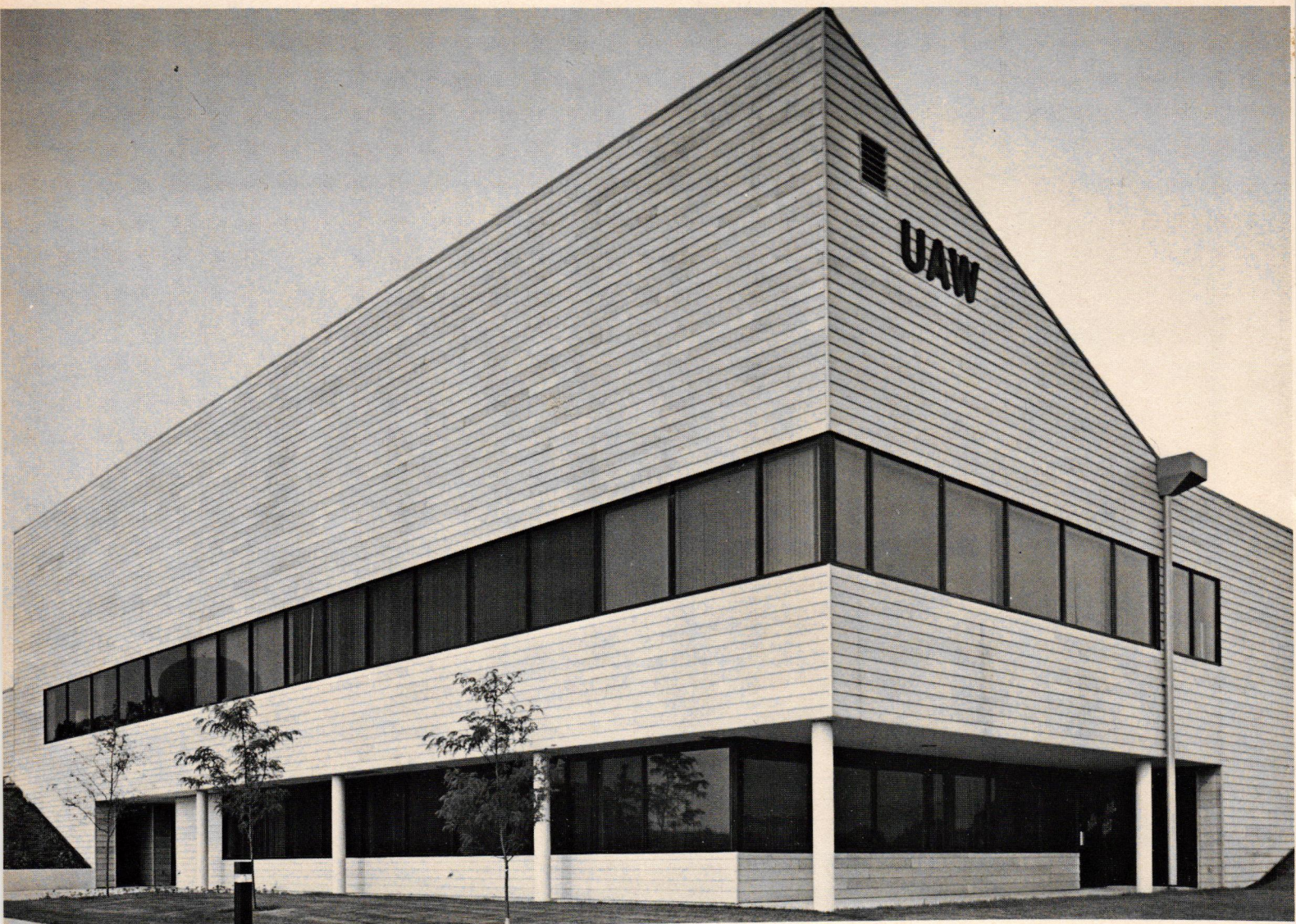
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**Consultants:**  
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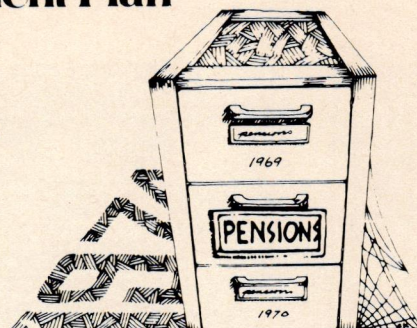
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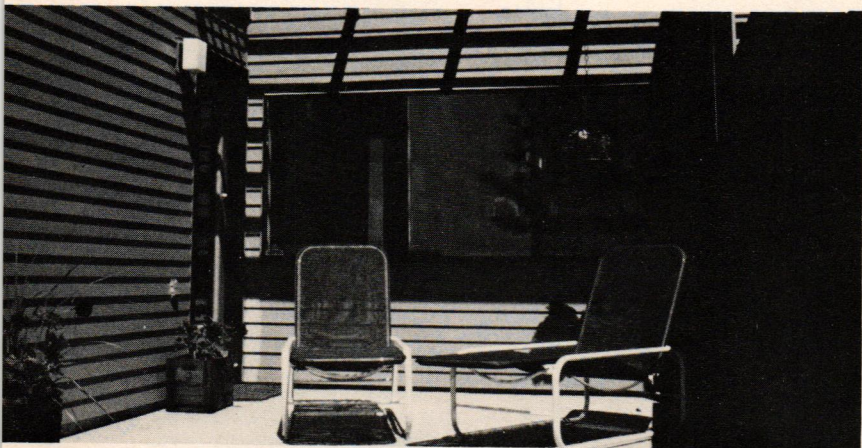
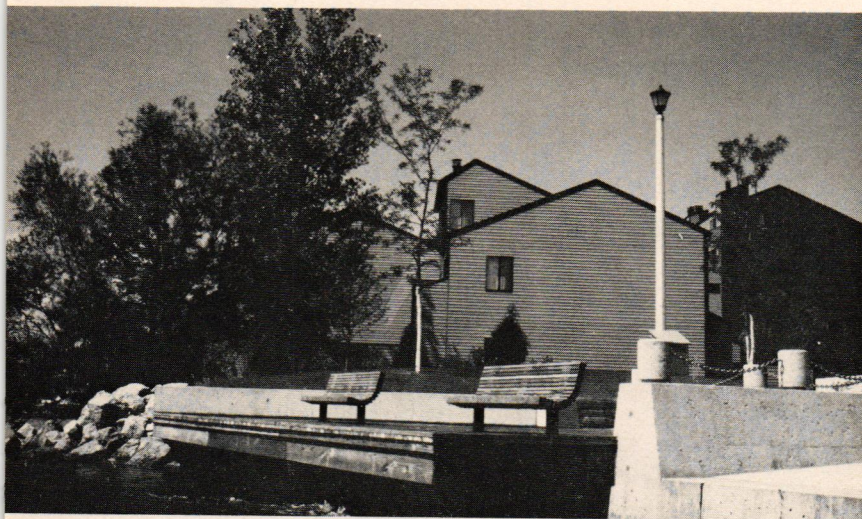
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**Architect:**  
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**Consultants:**  
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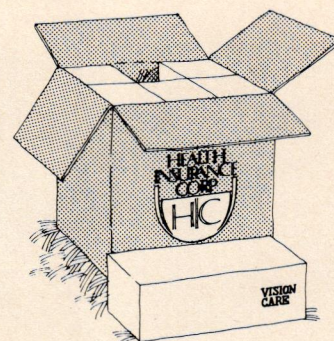
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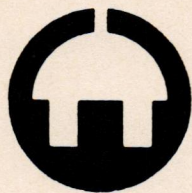
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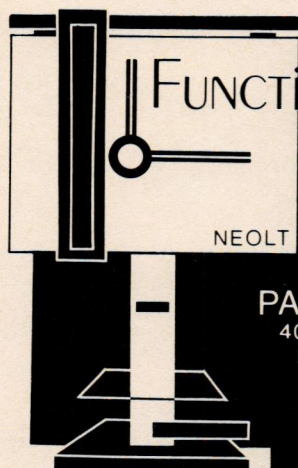


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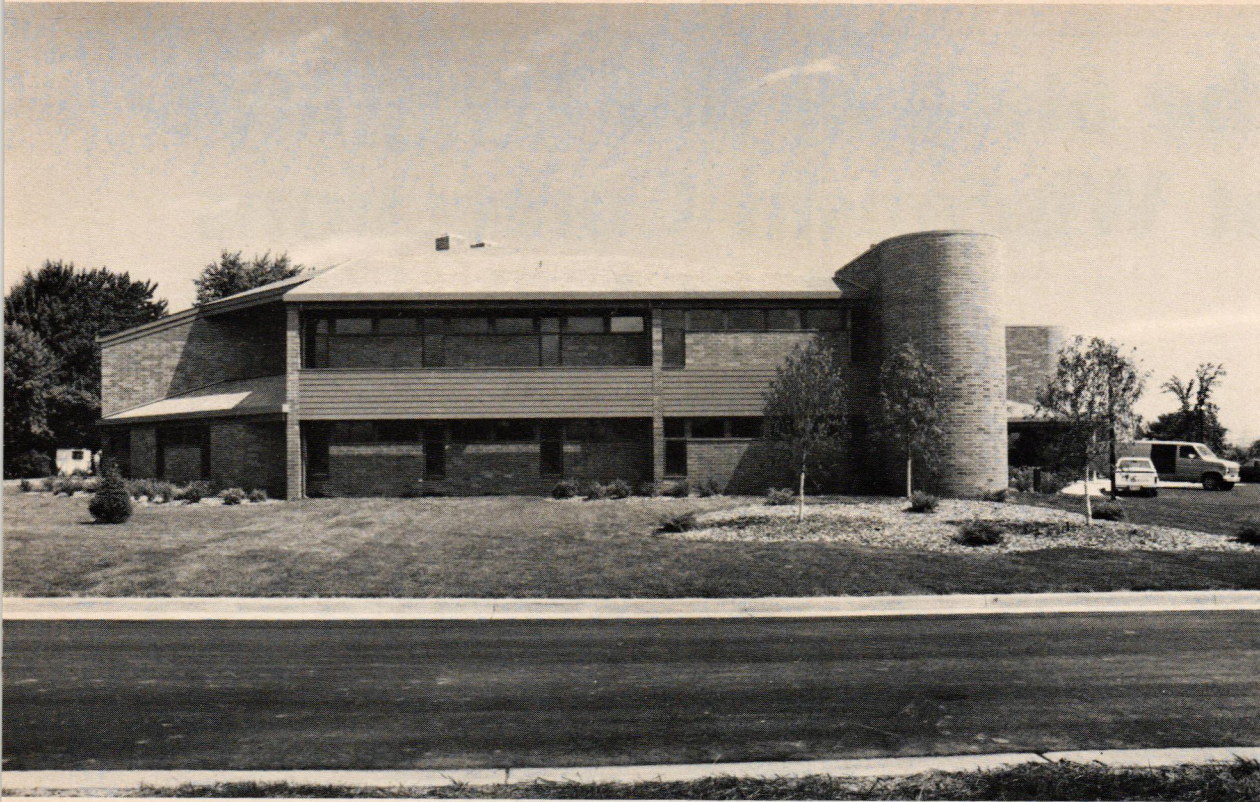
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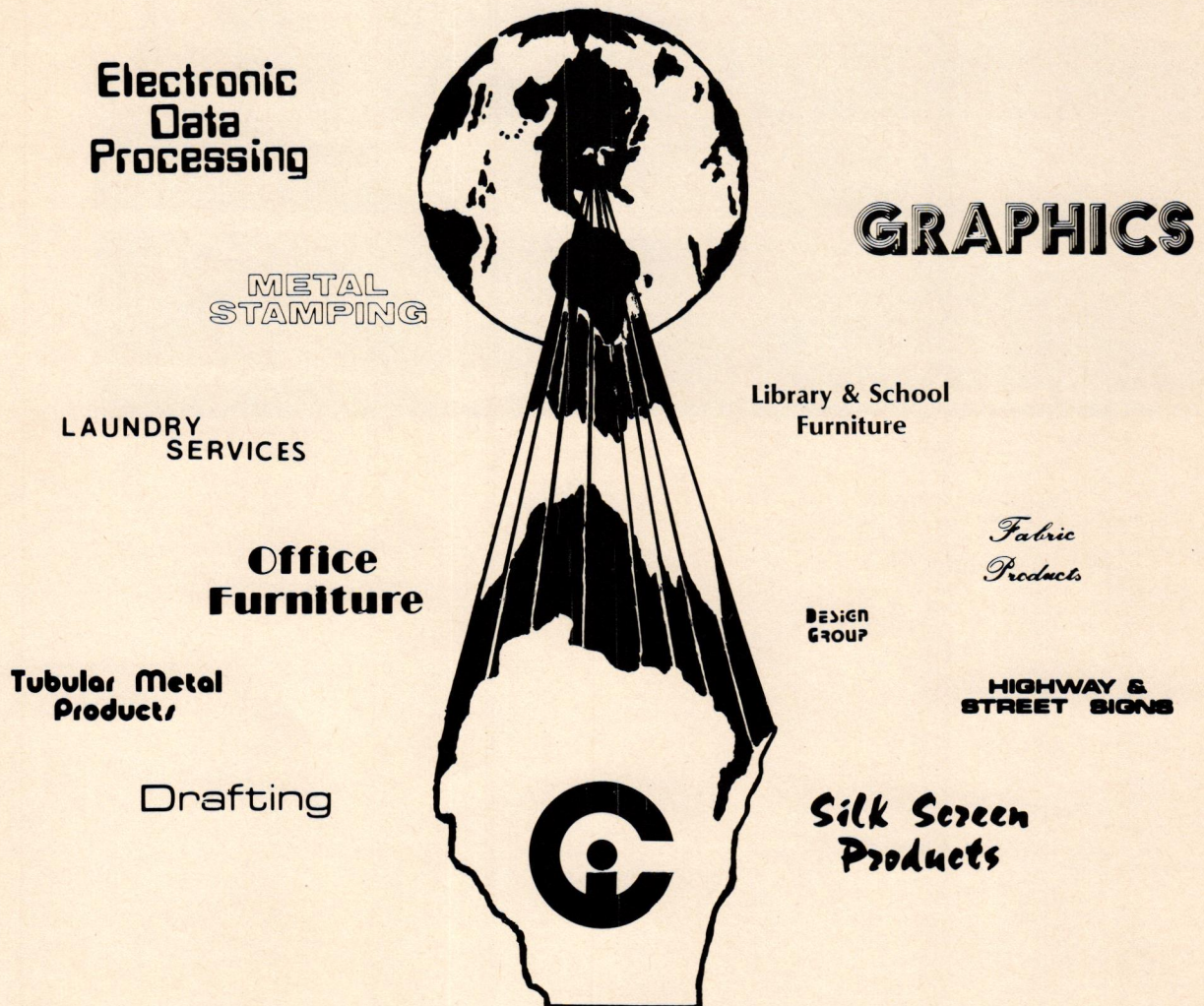
**Owner:**  
Lorain Community Hospital  
Lorain, Ohio

**Architect:**  
Flad & Associates of Madison,  
Inc.  
Madison, Wisconsin

**General Contractor:**  
Elmer Hume, Inc.  
Amherst, Ohio



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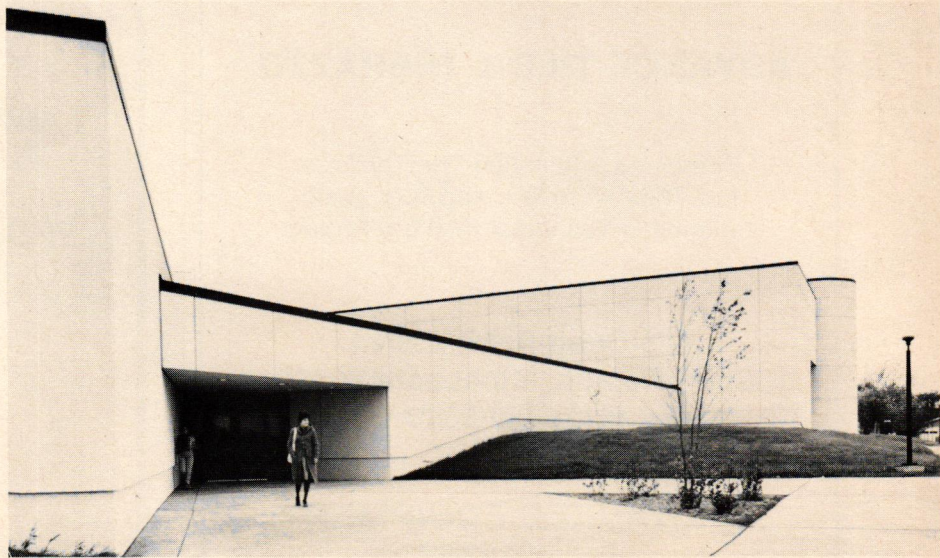
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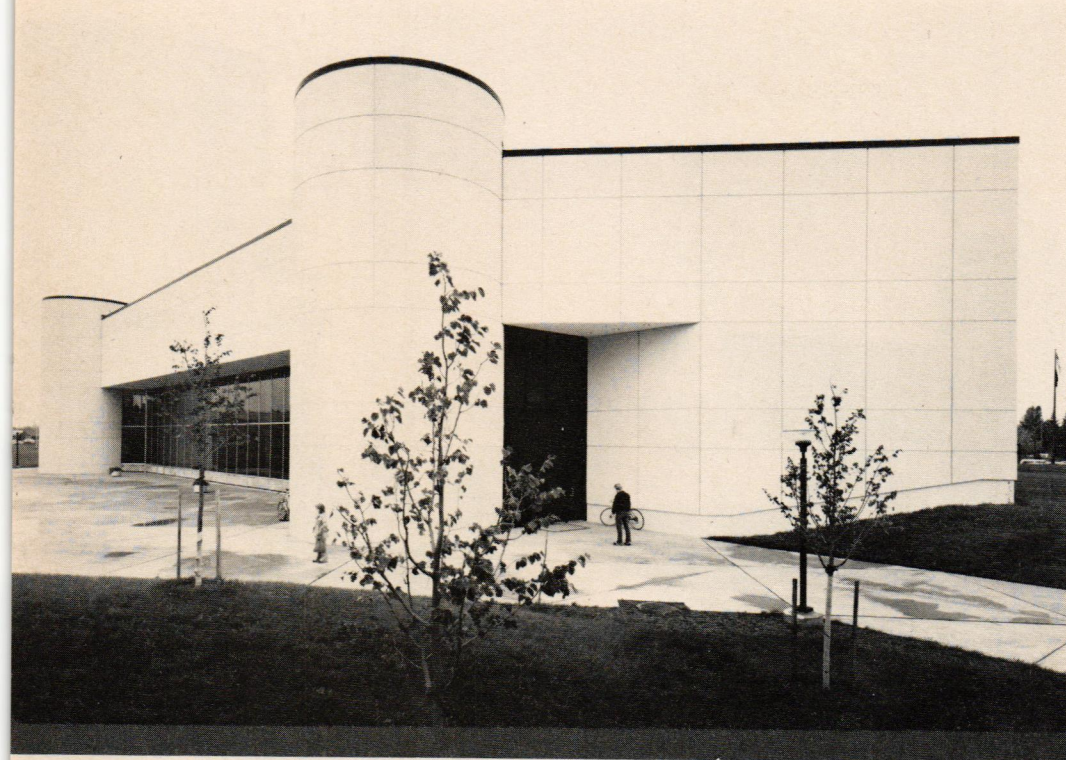
**ERIC OXENDORF, PHOTOGRAPHER  
414-871-5958**











**Project:**  
Wisconsin Indianhead Technical  
Institute  
Superior, Wisconsin

**Owner:**  
Wisconsin Indianhead  
Vocational, Technical and  
Adult Education District  
Shell Lake, Wisconsin

**Architect:**  
The Durrant Group  
Madison, Wisconsin

**Consultants:**  
Durrant Engineers, Inc.  
Madison, Wisconsin

**General Contractor:**  
Gilbert Builders  
Verona, Wisconsin







**Project:**  
**Architectural Survey and  
 Historic Preservation  
 Potential Analysis of Central  
 Stevens Point**

**Owner:**  
**City of Stevens Point  
 Stevens Point, Wisconsin**

**Architect:**  
**Pfaller Herbst Associates, Inc.  
 Milwaukee, Wisconsin**

Stevens Point began in the 1840's and 1850's as a lumber town and has a concentration of historic structures within its central area representing a variety of architectural styles from that period through the 1930's. Pfaller Herbst Associates, Inc. completed historical and architectural research on these older structures identifying fourteen buildings and two districts which appear to be eligible for listing on the National Register of Historic Places.

In addition to identifying these architectural resources, PHA worked with the city's planning department, property owners, and businessmen in developing a central business district revitalization plan. This plan utilizes architecturally significant buildings and introduces compatible new construction including a major downtown shopping mall. Additionally, preservation feasibility analyses - including architectural and structural investigations - were conducted on several key 19th and early 20th century structures.

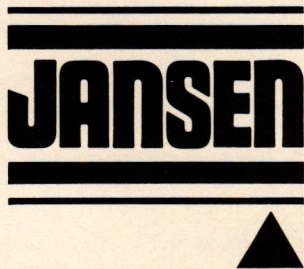
As a result of this work, historic preservation will be a major consideration and "theme" in the revitalization of downtown Stevens Point.





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- The New Chicago Fish House - CM Associates; Zimmerman Design Group, Architect

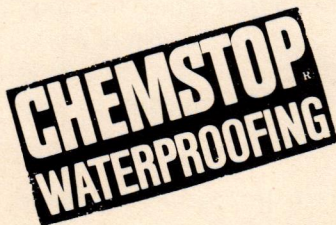


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Milwaukee, Wisconsin 53218

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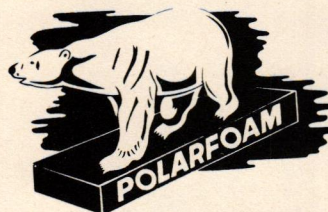
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4. walls

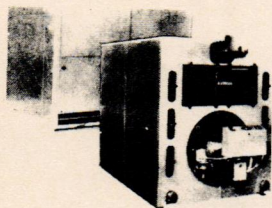
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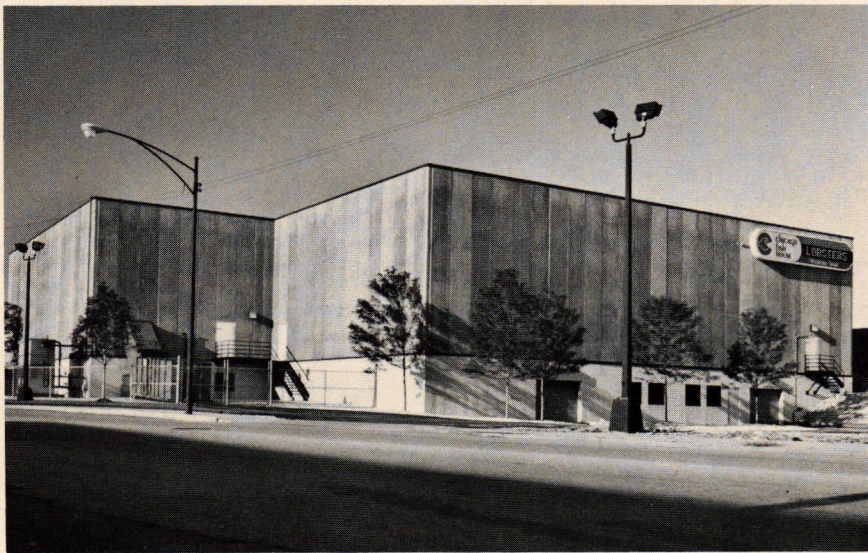
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**Project:**  
Chicago Fish House Company  
Chicago, Illinois

**Owner:**  
Chicago Fish House Company  
Chicago, Illinois

**Architect:**  
The Zimmerman Design Group,  
Inc.  
Milwaukee, Wisconsin

**Consultants:**  
Structural - Brust Engineering,  
Inc.  
Mechanical - Ring & DuChateau,  
Inc.  
Electrical - Leedy & Petzold, Inc.

**General Contractor:**  
Construction Manager -  
CMA  
Milwaukee, Wisconsin



# THE RATES . . .

## BLACK AND WHITE (To Be Used Within One Year)

Size	12 Times	6 Times	3 Times	1 Time
1 Page	\$230	\$250	\$270	\$290
2/3 Page	175	195	215	240
1/2 Page	145	160	185	210
1/3 Page	100	120	145	165
1/4 Page	85	105	120	140
1/6 Page	70	85	105	125
1/8 Page	55	70	80	100

## SIZES IN INCHES

- 1 Page — 7" wide by 10" high
- 2/3 Page — 4<sup>3</sup>/<sub>4</sub>" wide by 10" high
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- 1/3 Page — 4<sup>3</sup>/<sub>4</sub>" wide by 4<sup>7</sup>/<sub>8</sub>" high or 2<sup>1</sup>/<sub>4</sub>" wide by 10" high
- 1/4 Page — 3<sup>3</sup>/<sub>8</sub>" wide by 4<sup>7</sup>/<sub>8</sub>" high
- 1/6 Page — 2<sup>1</sup>/<sub>4</sub>" wide by 4<sup>7</sup>/<sub>8</sub>" high
- 1/8 Page — 3<sup>3</sup>/<sub>8</sub>" wide by 2<sup>3</sup>/<sub>8</sub>" high

### PROFESSIONAL DIRECTORY — Business Card Ad Size 3<sup>1</sup>/<sub>2</sub>" x 1<sup>1</sup>/<sub>8</sub>"

- 6 Months — \$40.00 Per Month
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### TYPE OF PRINTING — Offset

### PUBLICATION TRIM SIZE — 8<sup>1</sup>/<sub>2</sub>" wide by 11" high

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### COLOR —

AAAA Standard Colors — To earned space rate add \$55.00 for each additional color other than black. Ads appearing in any one color other than black will be charged as though it appeared as a two-color ad. Four color ads — Add \$430.00 per page to earned space rate. Advertiser must furnish separations, progressive proof and sample or written instructions for color work.

### SCREEN — 150 Line

### PREFERRED POSITION —

- Second and Third Covers — Add \$55
- Fourth Cover — Add \$70
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- 2 Page Insert (1 Leaf) - \$215 — Back Up Charge: \$105 Additional
- 4 Page Insert Limit (2 Leaves) - \$430 — Back Up Charge: \$165 Additional (Means if you do not have your name imprinted on inserts.)
- Charge For Binding In Or Tipping In Insert — \$60

Mechanical specifications for all inserts should be 1/8" larger than finished trim. Pages should be flat, not folded, for 4-page inserts. It is not required that inserts be furnished two-up for imprinting.

Each insert counts as one insertion toward earned frequency.

Furnished inserts must be delivered prepaid to printer, folded if printed two sides, flat two-up if to be back up.

### TECHNICAL REQUIREMENTS —

Page is three columns wide, each column 2<sup>1</sup>/<sub>8</sub>" wide. Camera ready art work to be furnished by advertiser.

### PRODUCTION CHARGES —

Advertisers will be charged at the rate of \$22.00 per hour for layout, design and other production costs associated with the preparation of camera ready copy.

### CLOSING DATES —

Deadline for ALL copy or inserts is the 1st of every month preceding the month of publication.

PUBLISHED THE 15TH OF EACH MONTH.

Ads will repeat unless new ads are furnished by closing date.

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All contracts are subject to acceptance by Publisher. The publisher reserves the right to refuse or edit any advertisement.

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- a. Notice in writing to the Publisher at least 60 days in advance of closing date of the issue from which ad is to be deleted, and
- b. Payment of account in full, including the difference between contract rates and short rates on space actually used under this contract.

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# Special Report — 1981 Tax Law Changes

It's the nation's biggest tax cut ever with far-reaching implications for just about every taxpayer! The following information has been prepared by Fitzpatrick and Roberts, C.P.A.'s of Madison to highlight the changes, some of which are effective right now in 1981, and others that will be phased in over a period of years. This tax bill provides lots of tax planning opportunities. You'll want to contact your accountant before the end of the year to let them help you take advantage of them.

## NEW ACCELERATED COST RECOVERY SYSTEM

To stimulate investment in plant and equipment, the new tax law contains an Accelerated Cost Recovery System (ACRS). This system will **replace** the tax depreciation system under which assets are written off over their estimated useful lives. Most companies will probably not use this method for financial reporting. Key features of ACRS include:

- Applies to property placed in service after December 31, 1980 - old depreciation rules continue to apply to property placed in service before 1981.
- Generally results in faster write-off of capital expenditures than under depreciation.
- Depreciable property is assigned to a class with recovery periods of three, five, 10 or 15 years.
- Cost of property is not reduced by salvage value.
- The new recovery system applies to both new and used property.
- The new recovery rules must be used, but a taxpayer may elect straight-line recovery over the assigned recovery period or one of several longer optional periods.

**PERSONAL PROPERTY.** Personal property is categorized into four classes.

**Three-year property** includes automobiles, light duty trucks, machinery and equipment used in research and development, and special tools such as jigs, dies, molds, patterns, etc. used by manufacturers.

**Five-year property** includes all property that is not assigned to another class such as most machinery and equipment, office furniture, airplanes, heavy duty trucks, single purpose agricultural and horticultural structures and petroleum products storage facilities.

**10-year property** includes railroad tank cars, manufactured residential houses, amusement park structures and certain public utility property.

**15-year property** includes certain public utility property.

You can take a half-years worth of recovery deduction in the year you place the property in service even if its in the last month. You get no deduction in the year of disposition. The deduction method is accelerated allowing you more recovery in the early years. The recovery percentages for 1981-1984 are shown in the table

Recovery Year	Applicable Percentage for Class of Property		
	3-year	5-year	10-year
1 .....	25	15	8
2 .....	38	22	14
3 .....	37	21	12
4 .....		21	10
5 .....		21	10
6 .....			10
7 .....			9
8 .....			9
9 .....			9
10 .....			9

**REAL PROPERTY.** Real property is assigned a 15-year recovery period. The recovery deduction is also determined by an accelerated method.

Other rules applicable to real property include:

- The recovery period begins on the first day of the month in which the property is placed in service.
- Component depreciation is not permitted.
- Straight-line recovery may be elected over a recovery period of 15, 35 or 45 years.

The accelerated recovery for real estate results in a substantially faster write off than was generally possible under the old depreciation system. For example, the depreciation deduction for a new commercial building costing \$500,000 using 150% declining-balance over 40 years resulted in a deduction of \$18,750 for the first 12 months. Under ACRS, the recovery deduction will be \$58,333 - more than three times the amount under old depreciation rules. The new law enhances the "tax-shelter" value of real estate. Another benefit of ACRS is that taxpayers (or their CPA's) will no longer have to argue with IRS over useful lives.

**ORDINARY INCOME RECAPTURE ON DISPOSITION.** The new benefits will come back as ordinary income when you dispose of ACRS property:

Personal:	All gain up to amount of deduction taken is ordinary income.
Residential Rental Property:	Gain equal to the excess of deduction taken over straight-line depreciation is ordinary income.
Commercial Real Estate:	All gain up to the amount of deduction taken is ordinary income.

**ANTI-CHURNING RULES.** The new rules are aimed at stimulating new investment. Therefore, there are provisions to prevent taxpayer abuse via such actions as selling property they now own to a relative.

**ELECTION TO EXPENSE CAPITAL EXPENDITURES.** Starting in 1982, companies may elect to write off part of their capital investment in the first year, rather than spreading it out over the normal recovery period:

For Taxable Years Beginning In:	Maximum Amount
1982-1983	\$ 5,000
1984-1985	7,500
1986 or thereafter	10,000



Property so expensed doesn't qualify for the investment credit.

Note that neither the old 20% additional first year depreciation bonus nor the new write off rule applies for 1981.

## INVESTMENT CREDIT REVISIONS

Here's a comparison of the old and new investment credit provisions:

Before 1981		1981 and after	
Life	Credit%	Life	Credit %
0 - 3	0	Less than 3	0
3 & 4	3 1/3	3	6
5 & 6	6 2/3	5, 10, 15	10
7 and over	10		

**RECAPTURE.** The investment credit is recomputed on early dispositions. The recapture tax is reduced by 2% for each full year the property is held. Thus, no recapture is required for three-year property held for at least three years or for five-year, 10-year and 15-year property held for at least 5 years.

**USED PROPERTY LIMITATION INCREASED.** The dollar limit for used property goes to \$125,000 through 1984 and to \$150,000 thereafter.

**REHABILITATION CREDIT FOR OLD BUILDINGS.** The 10% investment credit for rehabilitating commercial buildings over 20 years old expires after December 31, 1981. Starting in 1982, the credit for rehabilitation expenditures made for older buildings increases as follows:

Building Age/Type	Credit
30-year old building	15%
40-year old building	20%
Certified historic structure	25%

## CORPORATE AND BUSINESS TAX PROVISIONS

**CORPORATE TAX RATES REDUCED.** Here are the Corporate tax rates for 1981 compared to the new rates for 1982 and 1983 and later years.

Income Level	1981	1982	1983 and Later
1st \$25,000	17%	16%	15%
Next \$25,000	20%	19%	18%
Other Brackets		No Change	

The rate reductions are for the first two brackets only and will save corporations a **maximum** of \$500 in 1982 and \$1,000 in 1983 and later.

**SOME LIFO INVENTORY CHANGES.** To reduce the impact of inflation, the new law eases a couple of LIFO inventory rules:

- For small businesses with gross receipts that don't go over \$2 million, only one LIFO pool is required (effective for years beginning after December 31, 1981).
- IRS will issue Regulations allowing a small business to use suitable governmental indexes in pricing its inventory under the dollar value LIFO method. This will save the business from developing its own indexes.
- Taxpayers new to LIFO may spread the income from previously taken inventory write downs over three years (effective for years beginning after December 31, 1981).

In addition, the new law directs the Treasury Department to study inventory accounting methods with an eye to developing simplified methods that minimize inflation. This study is to be reported to Ways and Means by December 31, 1982.

**LEASING RULES EASED.** Starting in 1981, rules are liberalized to allow regular corporations with small or no profits to more easily transfer unused investment credits and depreciation benefits to firms from which they lease equipment.

**GIFTS BY EMPLOYERS TO EMPLOYEES** for length of service, safety and productivity are now deductible up to \$400. The old limit was \$100. The award must be given under a permanent written program that does not discriminate in favor of the officers, shareholders or highly paid employees.

**CHARITABLE CONTRIBUTION LIMITATION** for corporations is increased from 5% to 10% of taxable income for taxable years beginning after December 31, 1981.

**ACCUMULATED EARNINGS CREDIT.** Starting in 1982, companies other than service firms will be able to retain \$250,000 in earnings without having to worry about a special tax on accumulated profits that aren't distributed to shareholders. The old limit was \$150,000.

**SUBCHAPTER S CORPORATIONS** can have 25 shareholders for years beginning after December 31, 1981. Also, a trust can now be a shareholder if it distributes all income currently to one beneficiary.

**MOTOR CARRIERS** are permitted to amortize the adjusted basis for their operating authorities held on July 1, 1980. The amortization period is 60 months.

**TARGETED JOBS CREDIT** was extended one year to the end of 1982. Also, there is no 30% of FUTA wage limit on eligible first-year wages.

**RESEARCH AND DEVELOPMENT** expenses that are in excess of a base period amount will be subject to a 25% tax credit. The new credit is an extra break and is in addition to the normal deduction. The credit expires at the end of 1985 and is subject to many rules and regulations.

**NET OPERATING LOSSES AND UNUSED CREDITS** such as the investment credit and new employee credit can be carried back three years. If the NOL or credits are not entirely used in the carryback period, they can be carried forward. The new law extends the carryover period from seven years to **15 years**.

**INCENTIVE STOCK OPTIONS.** The new law introduces the "incentive stock option" that receives much of the same favorable tax treatment that previously applied to restrictive and qualified options. An employee won't realize taxable income when the incentive option is granted or when it's exercised. He will realize gain when he sells the option stock. It will be long-term capital gain if certain holding period requirements are met.

## INDIVIDUAL INCOME TAX CHANGES

**INDIVIDUAL TAX RATES.** Everyone will benefit from across-the-board cuts in personal tax rates beginning in 1981 and continuing into 1984. The 1980 tax rates will be reduced by 1.25 percent for 1981, 10 percent for 1982, 19 percent for 1983, and 23 percent for 1984. Changes in the withholding rates will be made on October 1, 1981, July 1, 1982, and July 1, 1983 to reflect the new tax rates.

Here's a sampling of the tax savings under the new law assuming \$40,000 of taxable income:

Filing Status	1980	Tax Savings Under New Law			
	Tax	1981	1982	1983	1984
Single	\$12,657	\$158	\$1,249	\$2,344	\$2,908
Married Couple	10,226	128	1,031	1,922	2,368

Upper bracket taxpayers with investment income who now are hit by tax rates in excess of the 50 percent maximum applied to wages and other earned income will benefit from an even bigger and more immediate break. Starting January 1, 1982, the top rate on interest, dividends and other unearned income will fall from the current 70 percent to 50 percent. Although the maximum 50 percent marginal rate (20 percent for capital gains) doesn't become effective until 1982, there is an exception for capital gains. The maximum 20 percent tax rate on net capital gains will apply to sales or exchanges occurring after June 9, 1981.



**INDEXING.** Starting in 1985, income tax brackets, the zero bracket amount, and personal exemption will be adjusted for inflation.

**DEDUCTION FOR TWO-EARNER MARRIED COUPLES.** Beginning in 1982, two-earner couples will be able to deduct five percent of the earnings of the lower-paid spouse up to a \$1,500 deduction. In 1983 and subsequent years, the percentage will increase to 10 percent and the maximum deduction will be \$3,000. This was done to reduce the "marriage penalty".

**CHILD AND DEPENDENT CARE CREDIT** is increased and expanded starting in 1982.

**TAX EXEMPT SAVINGS CERTIFICATES.** A new type of certificate of deposit designed to help banks and savings and loan associations raise cash at lower cost will provide an easy and safe way for individuals to earn tax-free interest.

These new government insured CD's will have a one-year maturity and will only be available during a 15-month period between October 1 of this year and the end of 1982. They will be issued in minimum denominations of \$500 and pay interest at a rate that is 70 percent of that paid on one-year Treasury bills at the time the CD's are sold, currently between 12% and 13%.

If you're single, you'll be able to exclude from income a total of \$1,000 of interest paid on these CD's. If you're married and file a joint return, you can exclude \$2,000.

**HOMEOWNERS.** The new law gives you additional flexibility in postponing tax on the sale of your home. You now have 24 months instead of 18 in which to buy a new home of at least equal value and avoid paying tax. The change applies to sales made after July 20, 1981. If you sold your house prior to July 20 and the 18-month period hadn't run out on July 20, you now have 24 months from the time of sale to buy a new one.

If you're age 55 or older and sold your home after July 20, 1981, you can exclude from taxation up to \$125,000 in profit from the sale even if you don't replace it. That's up from the previous \$100,000.

**REINVESTMENT OF PUBLIC UTILITY DIVIDENDS.** Under present law, stock distributions received under a shareholder's option to receive either stock or cash are taxable when the shares are received. Under the new law, certain shareholders choosing to take stock instead of cash may exclude up to \$750 per year (\$1,500 on a joint return) of the dividends from income. The exclusion does not apply to corporations, trusts, estates, or more-than-5% shareholders.

**IMPUTED INTEREST ON RELATED PARTY LAND TRANSFERS.** The new law sets the maximum rate at 7 percent for determining imputed interest on the sale of land to a family member.

## RETIREMENT SAVINGS INCENTIVES

**INDIVIDUAL RETIREMENT ACCOUNTS.** Starting in 1982, you'll be able to open an IRA even if you're already covered by an employer-sponsored retirement plan. Your voluntary contributions to an employer-sponsored plan plus contributions to an IRA will have a combined limit of the lesser of \$2,000 or 100% of compensation.

If you're not active in an employer-sponsored plan, your annual contribution to an IRA will be limited to the lesser of \$2,000 or 100% of compensation. This is an increase over the 1981 limits of \$1,500 or 15% of compensation.

**SELF-EMPLOYED RETIREMENT SAVINGS.** The maximum contribution to a Keogh Plan is increased from \$7,500 to \$15,000 starting in 1982. Contributions are also limited to 15% of earned income.

## ESTATE AND GIFT TAX CHANGES

A number of changes affecting federal estate and gift taxes have been made. Most of the changes are favorable and result in reduced estate and gift taxes. You should carefully consider how these changes affect your estate planning and the need to revise your will.

**INCREASE IN AMOUNT OF PROPERTY THAT CAN PASS TAX-FREE.** The cumulative amounts of "taxable" gifts and estate that can be transferred tax-free are as follows:

Year of Gift or Death	Tax-Free Amount
1981	\$175,625
1982	225,000
1983	275,000
1984	325,000
1985	400,000
1986	500,000
1987 or later	600,000

**UNLIMITED MARITAL DEDUCTIONS.** Starting in 1982, there will be no gift tax on gifts between spouses.

Similarly, the **estate** tax marital deduction is unlimited starting for decedents dying in 1982. The current maximum deduction is the greater of \$250,000 or one-half the adjusted gross estate.

If your will was executed before September 12, 1981 and it contains a formula maximum marital deduction clause, the estate tax marital deduction will be determined under the old rules, even if you die in 1982 or thereafter. This is because the new law contains a transitional rule regarding the effective date. Therefore, if you wish to benefit from the larger marital deduction, you will either have to execute a new will or amend your present will to refer to the unlimited marital deduction.

**TOP TAX RATES CUT.** The highest rate of tax applying to taxable gifts and estates is decreased from 70% in 1981, over a four-year period, to 50% in 1985 and later years.

**JOINT PROPERTY.** For years estate planners have often advised husband and wife of the complications resulting from joint ownership of property. With the new unlimited marital deduction, the estate tax complexities associated with joint ownership between spouses are reduced. Starting in 1982, upon the death of the first spouse, one-half of any jointly owned property with right of survivorship will be included in the estate of the first to die regardless of who provided the funds for acquiring the property.

**GIFTS MADE WITHIN THREE YEARS OF DEATH.** For decedents dying after December 31, 1981, gifts made within three years of death are no longer includible in the estate. There are several exceptions, perhaps the most important of which is the gift of a life insurance policy.

**ANNUAL GIFT TAX EXCLUSION INCREASED.** Starting in 1982, the annual gift tax exclusion is increased from \$3,000 to \$10,000. For married couples, this means that if they agree to gift splitting, up to \$20,000 per donee each year can be given without incurring any gift tax. This is a significant increase and means that over a period of years, substantial sums may be transferred gift tax free to one or more donees.

**EXCLUSION FOR TUITION AND MEDICAL EXPENSES.** Payments of tuition and medical expenses are excluded from taxable gifts. This new exclusion provision applies to payments made after December 31, 1981.

**ANNUAL GIFT TAX RETURN.** For 1981 and before, gift tax returns had to be filed and the tax paid for each calendar quarter. Starting in 1982, returns will be filed and the tax paid on an annual basis, generally due by April 15.

*Thanks to Fitzpatrick and Roberts, C.P.A.'s of Madison for this report.*





## SOCIETY NEWS

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### **WAF DISTRIBUTES FUNDS**

The Wisconsin Architects Foundation (WAF) has announced grants totaling \$6,000 to assist in the quality of architectural education. The vast majority of this sum was distributed to the University of Wisconsin-Milwaukee, School of Architecture and Urban Planning. Scholarship funding was also provided to Milwaukee School of Engineering and Wisconsin Indianhead Technical Institute. In addition to the scholarship grants, a grant was made to the Wisconsin Architectural Archives.

In announcing these grants, WAF President Harry Schroeder, AIA thanked Wisconsin architects and others associated with the construction industry for their support of the WAF. Schroeder indicated that this support has allowed the WAF to double its annual grants and that the WAF Board of Trustees looks forward to increasing their efforts towards enhancing the quality of architectural education.

Schroeder also announced that the WAF has provided limited scholarship funds to two Wisconsin students attending architecture school out of state. Selected by the University of Illinois at Urbana, Department of Architecture, for such a grant was Howard Partridge of Janesville, Wisconsin. Selected by the School of Architecture at the University of Minnesota for a similar grant is Diane Kasproicz of Waukesha, Wisconsin.

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### **LONG- SPAN BUILDINGS**

AIA has recently released a review of the procedures for the design and construction of buildings with large, column-free interior spaces, including recommended actions for reduction in the risk element associated with this kind of structure.

To obtain a copy of this report contact Karen at the WSA office and request AIA Document 6-N101.

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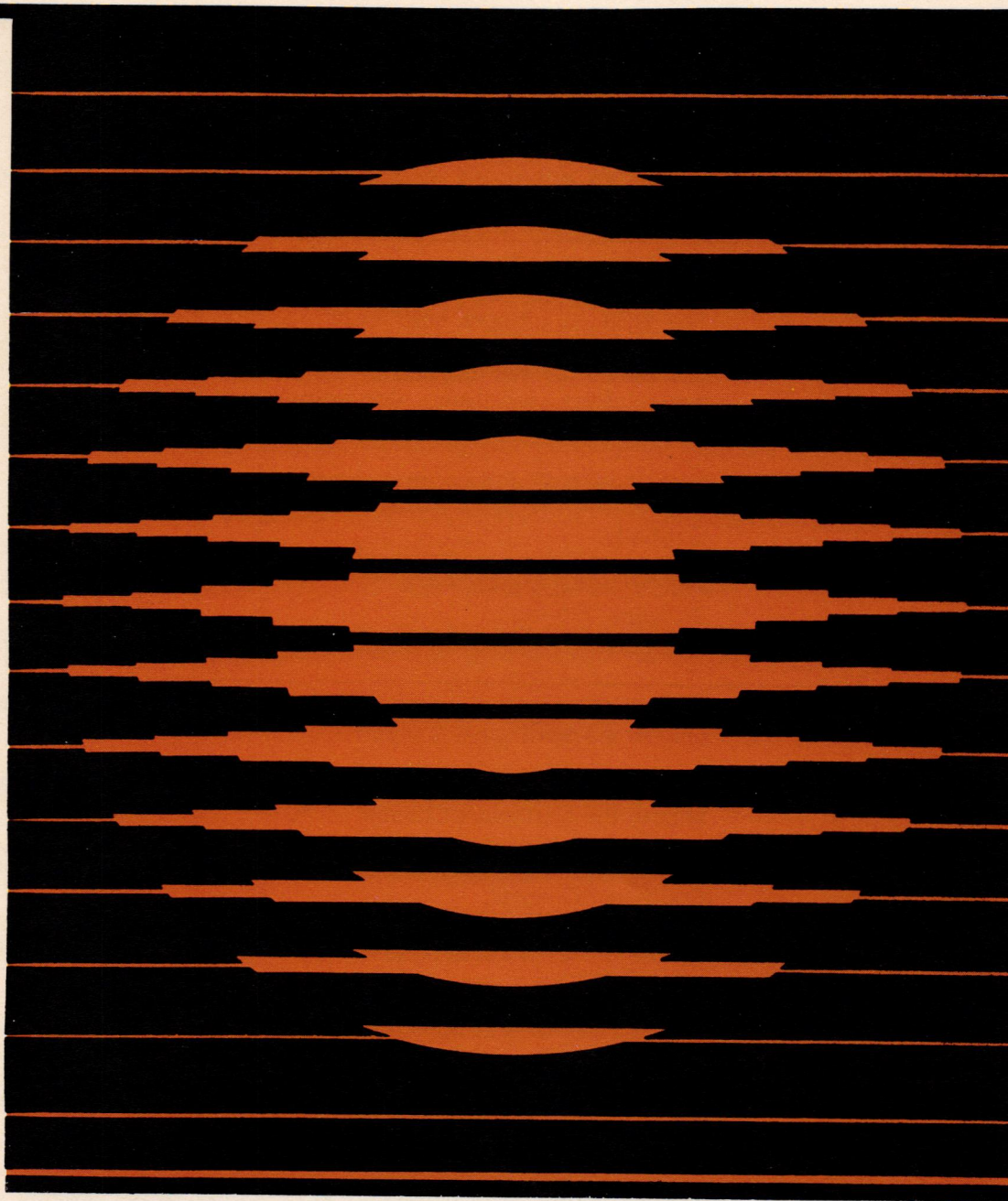
### **PASSIVE SOLAR CONSTRUCTION HANDBOOK**

Published in February, 1981 this looseleaf publication contains hundreds of illustrations representing an attempt to provide the industry with a starting point for developing standards and accepted construction practices for passive residences. Many of the details are based on a handful of examples which have been selected by the authors from a review of nearly 600 sets of working drawings of built passive homes. Other drawings are standard industry details modified to accommodate the requirements of passive design. Chapters include Direct Gain, Thermal Storage Wall, Attached Sunspace, Storage, etc.

Prepared for the Southern Solar Energy Center and sponsored by the National Concrete Masonry Association and the Brick Institute of America, this handbook is available through the Wisconsin Masonry Institute at a cost of \$25. The WSA maintained a copy of this handbook in its library, and the handbook is available for members' use. WSA members do not have to come to Madison to check out this handbook, we will be pleased to forward it to you UPS, based upon your promise to return it to us within two weeks.



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**ARCHITECTS  
SUPPORT  
HISTORIC  
BUILDING  
CODE**

A bill has been recently introduced before the Wisconsin legislature dealing with various matters relating to the restoration and preservation of historic buildings and properties. The bill, authored by State Senator James Moody, includes a provision creating in DILHR a historic building code council which would be empowered to recommend a historic building code.

Appearing in support of the bill were numerous members of the WSA including Gordon Orr, FAIA; Jim Sewell, AIA; Mike Setournas, AIA; Arlan Kye, AIA; and Mark Pfaller, II, AIA.

If you are interested in obtaining a copy of this bill contact the WSA office.

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**OPEN  
LETTER**

Dear WSA Members:

The WSA, its officers, staff, committees, publishers/editors, Foundation and, of course, membership . . . are to be applauded and congratulated for the growth, accomplishments, scope, publications, news letters, programs, educational seminars and their obvious impact on the public, students, legislators, clients and the press!

Greetings to all and congratulations.

Cordially,

Fritz VonGrossmann, FAIA  
Sarasota, Florida  
(formerly from Milwaukee and currently an Emeritus Member of WSA)

---

**MEMBERSHIP  
ACTIONS**

BOB DUNHAM, was approved for Professional Affiliate Membership in the Southwest Chapter.

LARRY D. SOMMERFELD, was approved for Associate Membership in the Northwest Chapter.

KIM DALE HASSELL, was approved for AIA Membership in the Southeast Chapter.

DAVID M. COTE, was approved for AIA Membership in the Southwest Chapter.

DENNIS SEITZ, was approved for Student Membership in the Southwest Chapter.

BRUCE MASTIN-KIEFABER, was approved for Student Membership in the Southwest Chapter.

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**WORKSPACE  
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Today's large, ever-increasing work force, which spends much of its time in man-made surrounds demands that design professionals create workspaces to fit the worker.

Research findings have identified that human performance as well as man's physical health and mental well-being are affected by environmental variables, and that social behavior and occupational production are enhanced by the appropriate arrangement of elements in the physical environment. The extensive information assembled from the behavioral and physical sciences helps to identify design principles of major importance to design professionals. These principles, based on physiological, psychological, and social characteristics of human functions, can be used in design applications to satisfy user requirements.



To insure good design, designers must assess the needs of the people who will be using the facilities; familiarize themselves with the relationships of physical surrounds to human performance; and knowledgeably apply this information to their design solutions. This seminar will provide you with answers related to these areas of concern. It will explore design factors that play a decisive role in promoting the well-being and the effectiveness of the worker.

The program will be offered December 9-11, 1981 at UW-Madison. For more information contact Program Director Ray Matulionis (608) 263-3372.

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UW-M/SARUP STUDENT CHAPTER

*The School of Architecture and Urban Planning is proud to announce the officers of the Student Chapter (SC/AIA) for the '81-'82 school year. From left to right: Scott Thomas, Vice-President (Lectures), Rice Lake; Brian Pearson, President, Hartford; Cynthia Burg, Treasurer, Glendale; Paul Mueller, Secretary, Milwaukee; Sheila Semrou, Vice-President (Special Events), Fox Point; Patrick Stoeher, Vice-President, Kenosha; Michael Hayes, Publications and Graphics, South Bend, Indiana.*



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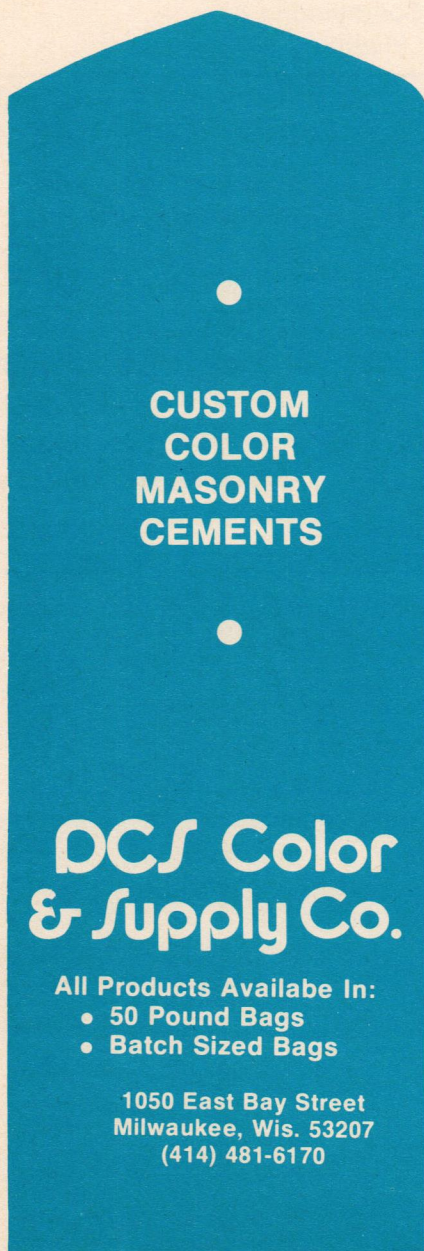
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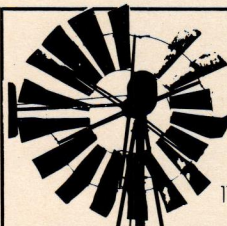
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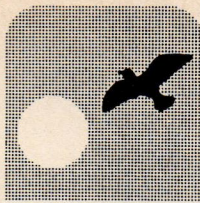
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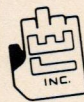


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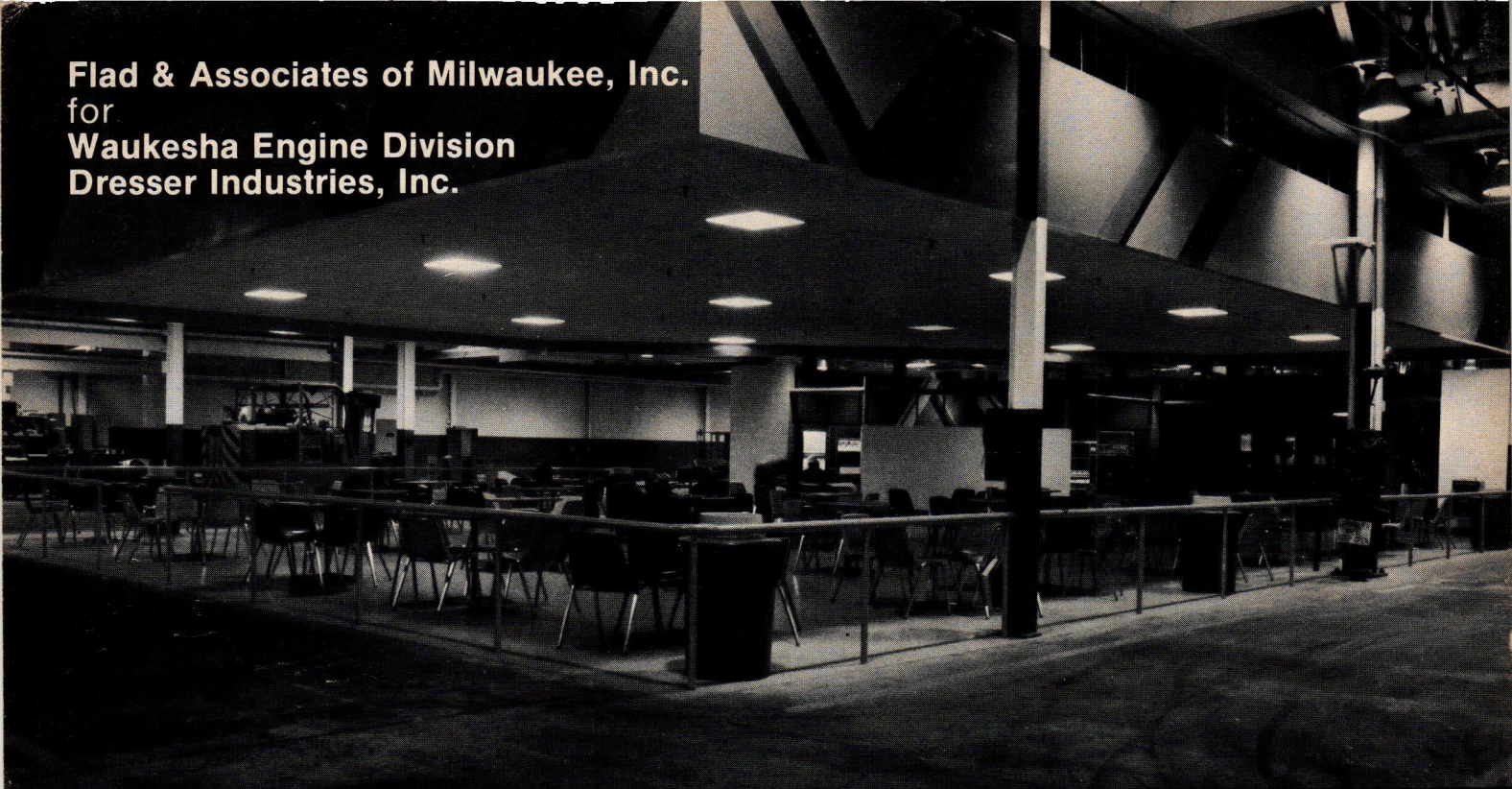
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