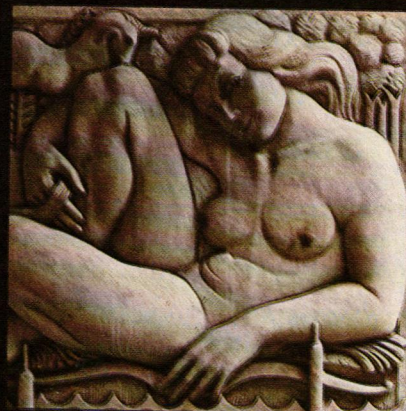
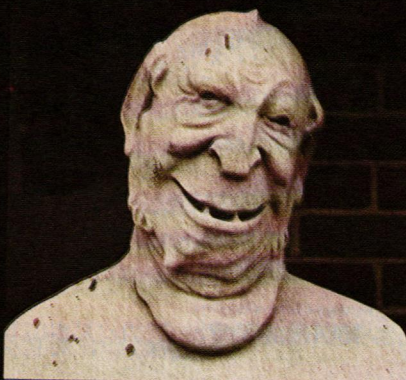


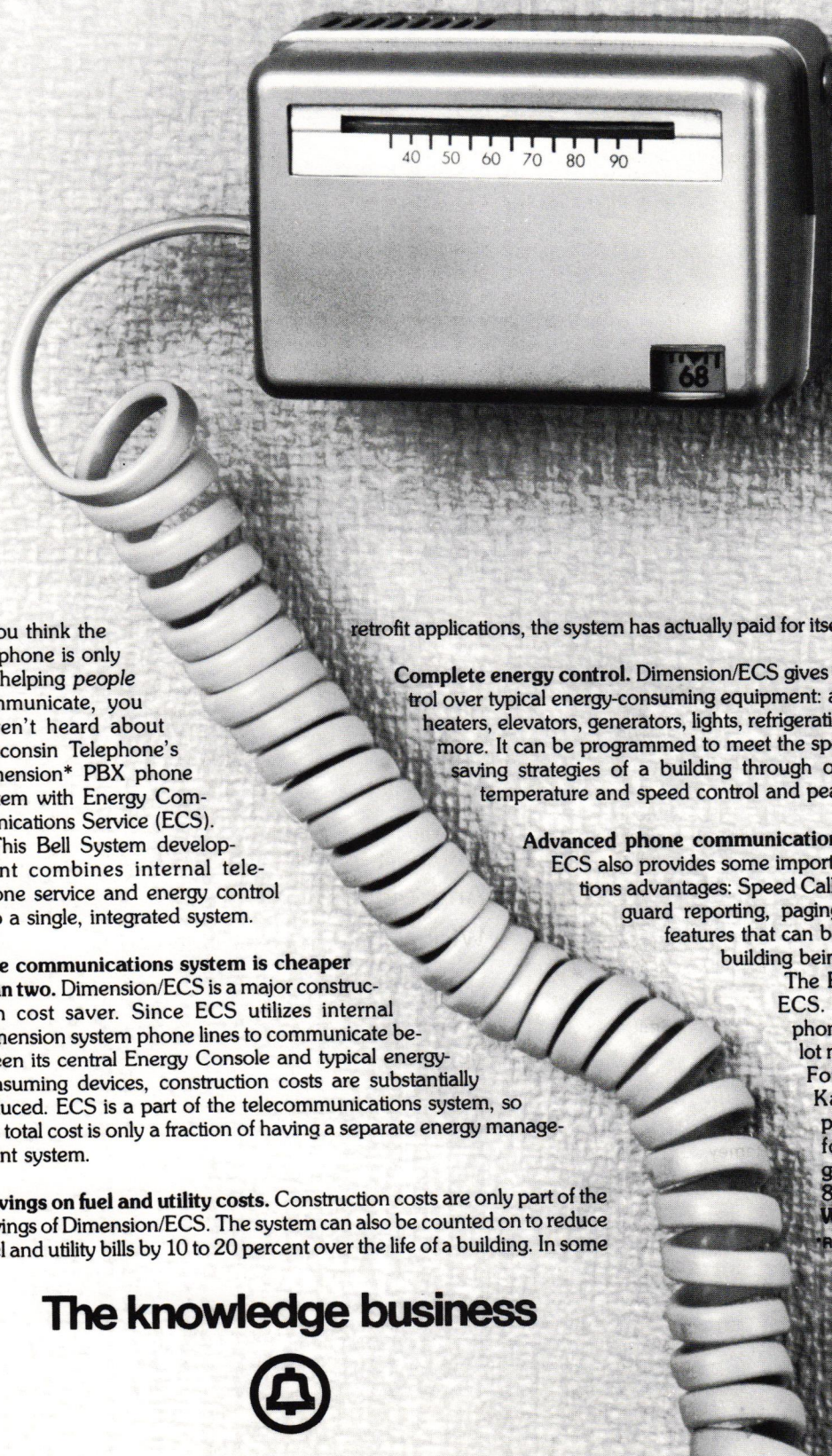
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Pre-Convention Issue • March 1982

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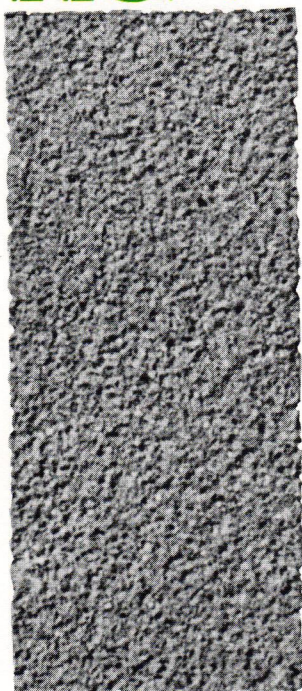
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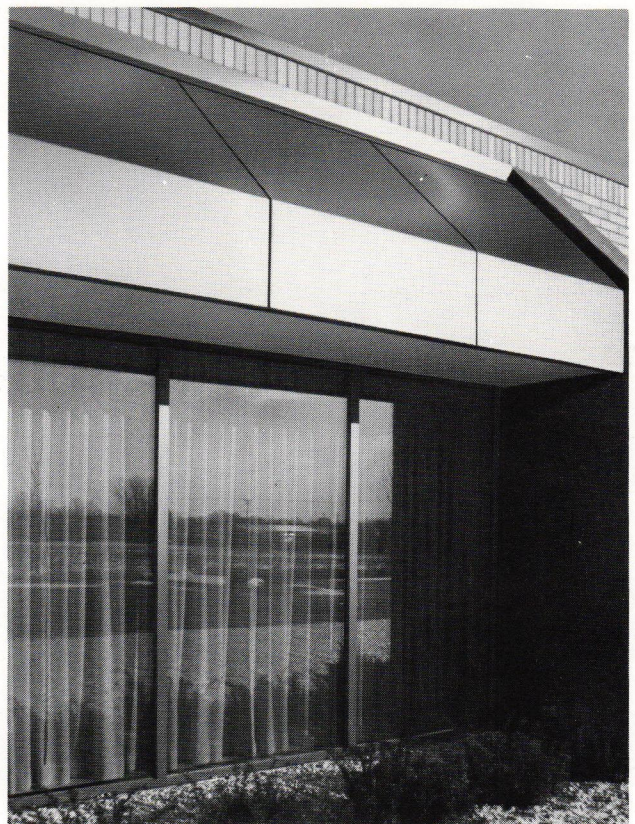
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Visit Us At Booth 60, WSA/AIA Convention

Where Do We (Architecture) Go From Here?

by Eric Englund

That's the question that Richard Eschner, AIA, and his 1982 WSA Convention Committee are asking.

The answer? You'll have to attend the 1982 WSA Convention.

This issue of the WISCONSIN ARCHITECT provides an opportunity for you to meet the speakers and find out about special programs that the Convention Committee has planned.

A diverse panel of speakers have been assembled to speak to the issue of "Where is Architecture Going in the 1980's?"

There will be 98 booths exhibiting a vast array of materials and services that are a part of the construction industry. These booths should provide architects, contractors, specifiers, subcontractors, students, and all those involved in the construction industry with an excellent chance to update their information and problem solving abilities.

Other scheduled events run the gauntlet of activities including the WSA Annual Meeting; the second annual "Fun Run" (1, 3, or 5 miles); the annual art show; the Construction Industry Reception (free beer); and more.

The Convention Committee is particularly enthusiastic about wisconsin architect/march, 1982

the Construction Industry Reception and Cocktail Party which will take place in the Exhibit Hall April 14 from 4:00 p.m. to 8:00 p.m. This guest night at the Convention will give you an opportunity to invite your clients, consultants, contractors, engineers and other professional associates. Buy them a beer (it's on the WSA) and let them absorb the full range of products needed for their project. Invite your planning commission, school board members, aldermen, church building committee, library board, neighborhood merchants, or other clients. Show them through the exhibit hall, informally discussing the choices available - pros and cons. Registration fees for this particular event will be waived. Use this evening as a social and informational time with your clients and/or professional associates.

If the substance of the programming, exhibits and special events does not quite convince you to attend, consider the excellent value of the registration fee as it relates to the speakers, events, food, and activities that are available. The reality is that this entire convention is being subsidized by the WSA and participating exhibitors. In fact, the honorariums and miscellaneous expenses associated **only** with the speakers is in excess of the entire projected revenues from

registration fees. This means that the entire exposition, all special events, use of Milwaukee's MECCA facility, printing costs, door prizes, golf outing, lunches and other activities that you have the opportunity to use and enjoy are **not** included in the registration fees.

Take the time to come to the Convention, to interact with your peers and professional associates, and to reflect. In a tight economy, when few commissions are to be had, there is a need for interaction and reflection. This is your chance.

"ARCHITECTURE RESTRUCTURED" is the theme that Richard Eschner, AIA and the 1982 Convention Committee has established. Their goal is to provide all architects with the opportunity to reflect on the present and future status of their chosen profession. The entire 1982 Convention has been planned with this goal in mind ... but we need your participation to reach this goal. It is ultimately only through your participation, your interaction with your colleagues and friends, your meeting with the exhibitors, and your reflections on the future of architecture that this goal can be obtained.

See you at Milwaukee's Hyatt/MECCA April 14, 15 and 16.

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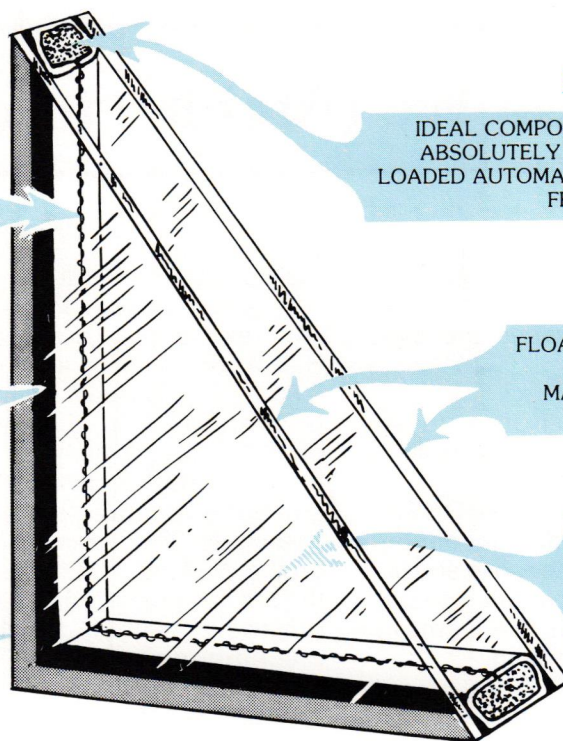
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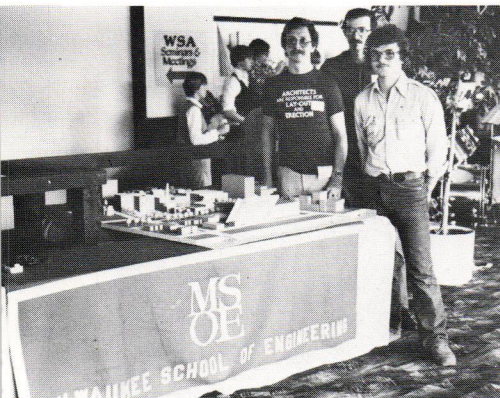
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Thursday April 15, 1982

- 8:00 a.m. Wisconsin Architects Foundation
- annual meeting
 - discussion regarding goals and directions
 - election of Board of Directors for 1982-83
 - MECCA East Hall (upstairs)
- 8:00 a.m. Wisconsin Architect magazine
- town meeting
 - Where is it?
 - Where is it going?
 - What does it want to accomplish?
 - your input
 - MECCA East Hall (upstairs)
- 9:00 a.m. - 11:00 a.m. Historic Milwaukee Tour
- advanced registration necessary
 - bus transportation provided including Yankee Hill, Water Tower, Walkers Point
 - meet at 9:00 a.m. at registration desk - MECCA East Hall
- 9:00 a.m. - 11:00 a.m. Seminar - Computer Graphics
- for you
 - 1 person firm
 - 100 person firm
 - anywhere in between
 - if you're in architecture this is part of your future
 - Wayne Staats, Advanced Computer Graphics
 - Intergraph, Inc.
 - MECCA East Hall (upstairs)
- 11:00 a.m. - 1:30 p.m. Exhibits - Walking lunch
- free lunch (included in registration fee)
 - 98 Exhibit booths
 - door prizes
 - Student Drafting Competition Display

wisconsin architect/march, 1982

- Art Show
 - parking rebate
 - Honor Awards Display
 - Music
 - MECCA - East Hall
- 1:30 p.m. - 3:00 p.m. Seminar - "The client/owner of the 80's - New Directions in Architecture"
- Drake Rowe; Director of Architectural Services, John Deere Co.
 - Glen Hierlmeier, President MGIC Development Corporation
 - Gerald L. Hoepfner; Administrator, Materials and Project Management, St. Joseph's Hospital, Milwaukee
 - Leonard Backus; MRI Development Corporation
 - Kathleen Dunn; moderator (WTMJ Radio, Milwaukee)
 - MECCA - East Hall (upstairs)
- 3:30 p.m. - 5:00 p.m. Exhibits
- door prizes
 - 98 Exhibits
 - music
 - parking rebate
 - Art Show
 - MECCA - East Hall
- 6:30 p.m. - Convention Party and Dance
- Bradley Pavillion (Performing Arts Center)
 - Dinner service at 7:30
 - Dinner/Dance
 - Exhibitors invited
 - Chuck Howard Orchestra
 - Big Band and Swing Music
 - Co-sponsored by Southeast Chapter, WSA
 - \$12 per person (registered prior to 4/7/82)
 - \$15 per person (after 4/7/82)
 - Cocktail included



Friday April 16

- 7:30 a.m. Fun Run
- Second Annual
 - 1, 3, or 5 miles
 - T shirts to all pre-registered participants
 - meet at 7:30 a.m. at registration desk - MECCA East Hall
- 9:00 a.m. - 11:00 a.m. - Tour - Milwaukee Art Museum
- pre-registration requested
 - meet at 9:00 a.m. at registration desk - MECCA East Hall
- 9:00 a.m. - 10:30 a.m. - Student Program
- Vocational School Students
 - "Requirements for Technical Graduates to Survive in Architecture in the 80's"
 - MECCA - East Hall - upstairs
- 9:00 a.m. - 11:00 a.m. - Milwaukee Art Museum Tour
- Dutch treat
 - pre-register if transportation needed
 - meet at 9:00 a.m. at registration desk - MECCA East Hall
- 9:00 a.m. - 11:00 a.m. Seminar - "The Diversity of Architecture in the 80's - New Directions in Architecture"
- Stanley Tigerman, AIA
 - William Pulgram, AIA
 - Ezra Ehrenkrantz, FAIA
 - Kathleen Dunn, moderator (WTMJ Radio, Milwaukee)
 - MECCA - East Hall - upstairs
- 11:00 a.m. - 12:00 a.m. - Student Dialogue and Critique with Morning Panel
- students invited to bring present work and/or ask questions
 - MECCA - East Hall - upstairs
- 11:00 a.m. - 1:30 p.m. Exhibits
- Free lunch (included in registration fee)
 - 98 Exhibits
 - Door prizes
 - Parking rebates
 - MECCA East Hall
- 1:30 p.m. - 3:00 p.m. Seminar - Paul Goldberger
- Architectural Critic New York Times
 - "Architecture and the 80's"
 - MECCA East Hall (upstairs)
- 7:30 p.m. - Buck's Basketball
- Tickets reserved
 - Order on registration form
- SPECIAL FEATURES**
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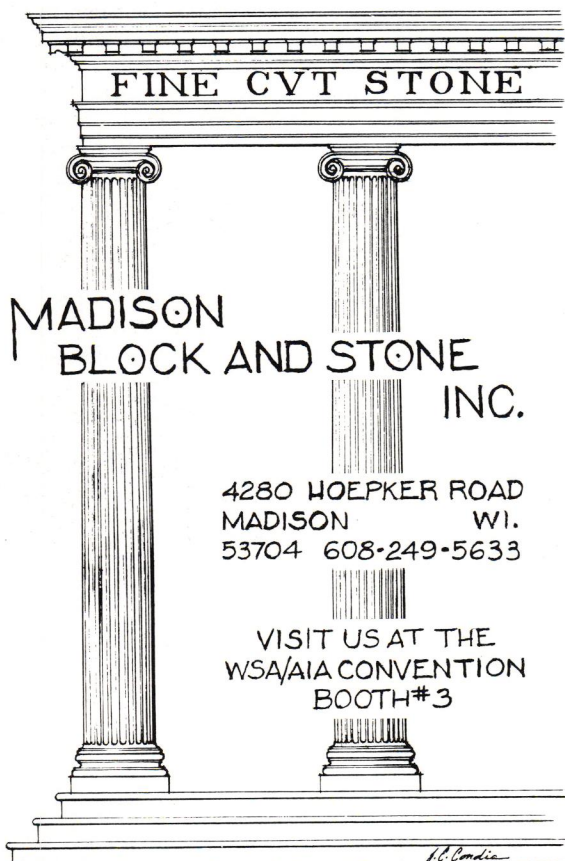
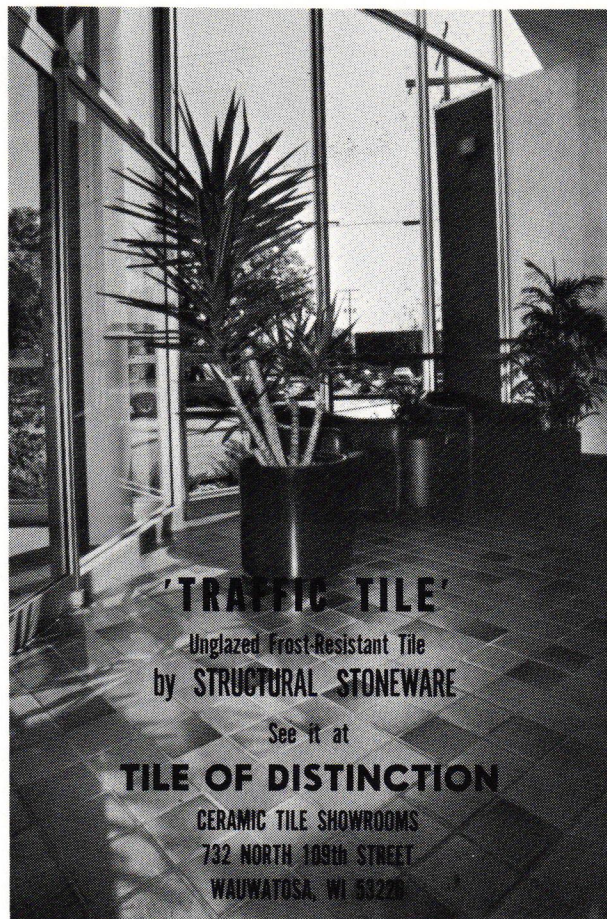
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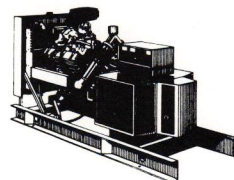
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Milwaukee Bucks Basketball

The Milwaukee Bucks will be playing the New York Knicks Friday night, April 16, 1982. A block of 50 tickets have been ordered by the WSA and are available through WSA Convention Registration. Plan on spending Friday night in Milwaukee and watching the Bucks as they pursue the division championship . . . hopefully on the road to the NBA finals. Tickets are \$7.50 per person.

Message Center

There will be a Message Center at the Convention where you can be contacted. Calls should be placed to the Wisconsin Society of Architects Convention, (414) 765-1581 and the callers should ask for the WSA Message Center.



Fun Run

The second annual WSA Fun Run will be a part of the Convention program. The distances are being mapped out, but are expected to provide you with the opportunity of running (creeping) for one, three, or five miles. Participants should gather at the entrance to the East Exhibit Hall of MECCA (4th Street at West Kilbourn) at 7:30 a.m. on Friday, April 16, 1982. All entrants will receive a free T-shirt, along with the admiration and disgust of all non-participating architects who are unwilling or unable to get up at that time of the morning to run that far. Shower facilities will be available at the conclusion of the race.

Wisconsin Architects Foundation Annual Meeting

The Wisconsin Architects Foundation (WAF) will be holding its annual meeting commencing at 8:00 a.m. on Thursday, April 15, 1982 in the upstairs meeting room at the East Hall of MECCA. The WAF is currently involved in substantial fund raising efforts, and solicits your participation, criticism, and comments pertaining to their efforts and programming. Plan on attending.

CEU Credit Offered

For the fifth year, WSA will be awarding CEU credit for attendance at the seminars during the three days of the Convention. If you plan to take advantage of this opportunity, please note the item on the registration form related to CEU credit. One CEU credit is equivalent to 10 hours of seminar/classroom attendance. Registration forms will be available at the Convention.

Drafting Competition

The WSA is sponsoring a drafting competition, open to students enrolled in an architectural or civil drafting course in the Wisconsin Vocational Technical and Adult Education System. Entries are to be submitted for judging on or before April 1, 1982. Winners will be announced and entries will be displayed at the 1982 WSA Convention.

Discount For Early Registration

Consistent with the Convention Committee's desire to keep costs down at Convention events, you should take advantage of the SPECIAL DISCOUNT FOR EARLY REGISTRATION. Please note on the registration form the dollars saved by submitting your registration prior to April 7, 1982.

Convention Available To All Of Your Staff

This years registration again allows non-members guests to attend the Convention. The importance of the seminar topics and the variety of exhibits in the exposition area are relevant to every person in your firm, so plan time for them to attend the WSA Convention. Registration is offered for one, two or all three days, and exhibits will be available each day in addition to the seminars, meetings, and various social events.



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Colors: 16 standard colors in fiberglass, white and bone in acrylic.

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16 standard colors matching major plumbing manufacturers' most popular colors:

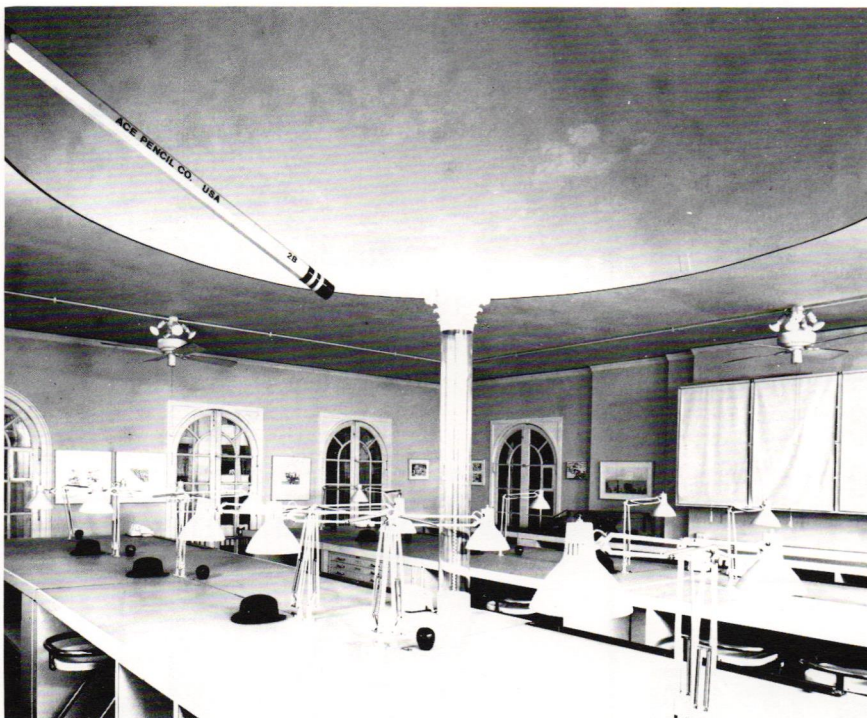
- White
- American Standard: Bone, Fawn Beige, Saffron Yellow, Dresden Blue, and Bali.
- Kohler: Almond, Parchment, Mexican Sand, Cerulean Blue, Sequoia, Swiss Chocolate, Tiger Lily, and Antique Red.
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VISIT US AT BOOTH 37, WSA/AIA CONVENTION



Construction Industry Reception And 125th Party

The fifth annual construction industry reception will again offer an opportunity for Convention registrants and exhibitors to invite affiliated people in the construction industry to the exposition.

Registration or an invitation ticket is needed for admission to this reception. The tickets are free of charge, and will be mailed to members and exhibitors for distribution to their guests. Employees, employers, governmental representatives, consulting engineers, clients, developers, and contractors are welcome. Plan on attending . . . April 14 from 4:00 P.M. to 8:00 P.M. Parking rebate for WSA members.



Spouses Free Registration

In an attempt to keep Convention costs low, the spouses of individuals registered for the Convention will have free registration. Spouses will only be responsible for the cost of ticketed functions and have the option of attending spouses activities or buying walking lunch tickets. Spouses may attend all seminars and exhibits of the Convention free, but must obtain registration badges at the registration desk.

Parking Rebate Daily

The WSA is currently making arrangements to provide Convention registrants with a partial rebate on their parking expenses. More information will be published prior to the Convention.

Builders Portfolio Display

The "Builders" is the third portfolio in a series of works by John Doyle depicting the history of Mankind; The Great Human Race.

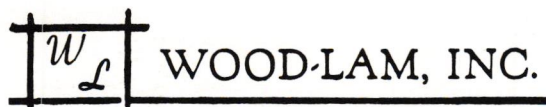
This series depicts the visual interpretation of historic architectural structures and the relationships to men and materials. A special form of printing referred to as "reduced stone" lithography is used by John Doyle to execute the creation of these prints.

These prints will be on display at the WSA Convention April 14 during the Construction Industry Reception and Cocktail Party. The portfolio is being displayed compliments of C.R. Davidson's Inc.

Convention Committee

The 1982 WSA Convention has been pieced together by a diligent committee of volunteers. While it is impossible to give credit to all those who have participated in planning the Convention activities, special note should be given to Convention Chairman Richard Eschner, AIA and his supporting committee of Joe Albert, AIA; Doug Rhyn; Bridgett Wolf; Pat Frost; and, Ray Matulionis, AIA.





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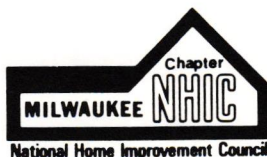


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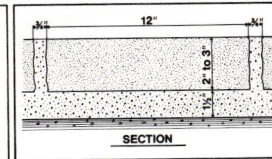
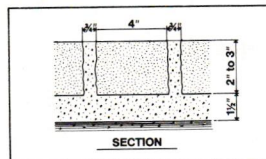
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Architects: Lawrence Halprin & Associates

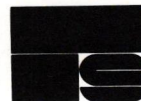


Architect: Joe Karr & Associates, Chicago, IL



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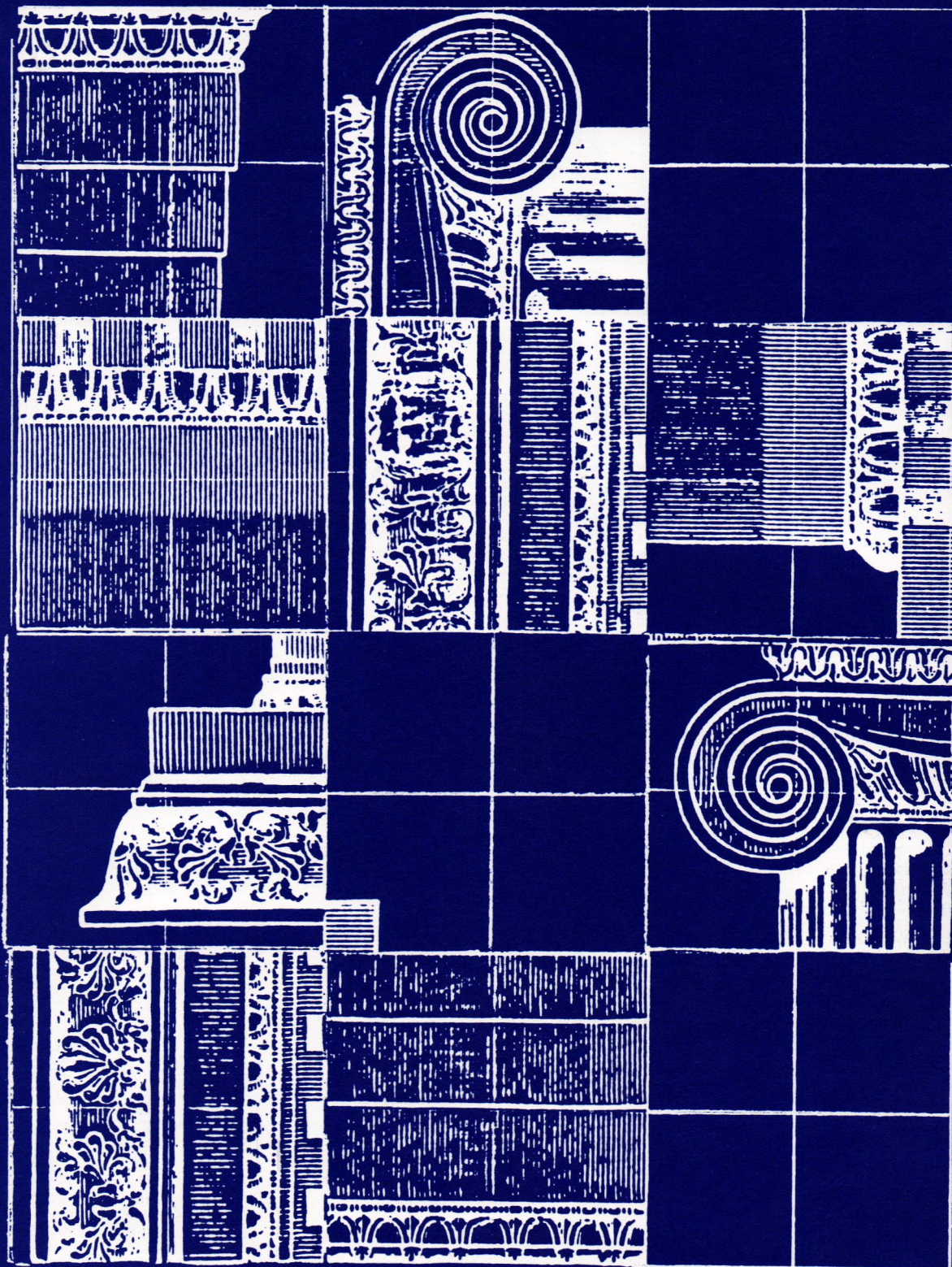
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Milwaukee April 14-16 1982

N/W Chapter Members Graduate From WITI

Wisconsin Indianhead Technical Institute-Rice Lake Campus proudly introduces its 1982 Architectural Commercial Design graduating class.

During their two years in the Architectural Commercial Design program, the students have developed a high level of drafting and related skills. They have expanded their architectural and professional experiences by becoming members of the Wisconsin Society of Architects, Northwest Chapter and participated in various society activities. Many of the students are also members of the N.A.H.B. This class displays a good work attitude, is hard working and is conscientious.

You will be able to meet these prospective employees at the convention this year. They will have a booth with samples of their work and will be available for job interviews during the convention.

Classes taken by the students in the Architectural Commercial Design program are as follows:

First Year Courses

- 2 Math
- 1 Technical Science
- 1 Communication
- 1 Sociology
- 1 Construction
- 1 Estimating
- 2 Architectural Drafting

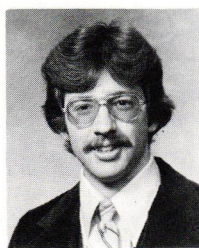
Second Year Courses

- 1 Sociology
- 1 Economics
- 1 Technical Writing
- 2 Structural Design
- 1 Mechanical & Electrical Systems
- 1 Construction
- 1 Topographic Science
- 1 Architectural Office Practices
- 2 Architectural Drafting

If you wish to contact any of these people, write:

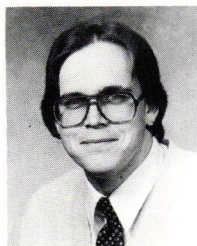
Wisconsin Indianhead Technical Institute
1900 College Drive
Rice Lake, WI 54868

Or Phone: (715) 234-7082



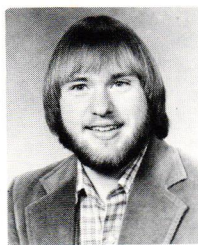
Mike Wells
Monroe, Wisconsin
Age 22

After graduating from high school, I was employed as a carpenter's apprentice for two years which led me to further my education in architectural and commercial design. I am very interested in the design of earth sheltered and light commercial buildings. While attending WITI, I was an active member of NAHB and was president of the Architectural Research Club which is affiliated with the WSA. I worked briefly for Spangler Architects assembling specifications and performing general office duties and also drew kitchen perspectives at Kitchens Incorporated. My interests include most outdoor sports, karate, and motorcycle riding.



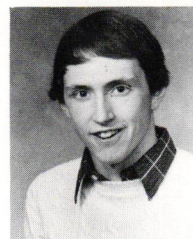
Michael A. Kosharek

Having received a good general training in Architectural-Commercial Design, I seek permanent employment with an aggressive Architectural firm. I enjoy challenging work where I am able to take initiative. Being married, and the father of a beautiful little daughter, my family life is of importance to me. One of my main goals is to further my education, which will enable me to achieve a greater level of competency. My background training includes art. While attending WITI, I have been actively involved with our student chapter of WSA/AIA, Student Senate, and president of our NAHB student chapter; I have also maintained a GPA of 3.7. References will be furnished upon request.



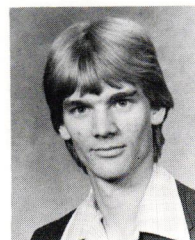
Jerry Christman
Age 19

For the last two years I've been an active member of WSA/AIA, NAHB and will be attending the 1982 WSA State Convention in Milwaukee this April. In 1980 I graduated from Spooner High School. I worked throughout my high school years on my father's farm, where I learned to handle responsibilities. On my free time I enjoy hunting, fishing, and oil painting.



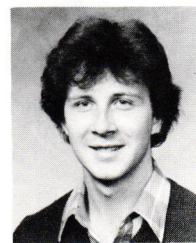
Scott M. Kosnak
Age 19

Challenging situations and the satisfaction that comes from problem solving are two things I enjoy. During my senior year in high school, I became interested in the architectural drafting field. When I came to WITI, I gradually began to see the complications and challenges of the field. I found myself enjoying the structural design portion of the course. The job I currently hold is not related to the drafting field, but I have worked there the better part of seven years and am a part time manager. While attending WITI, I have been a member of the Architectural Research Club and The National Association of Home Builders Club. I currently hold a 3.7 grade point average. My interests include sports and travel.



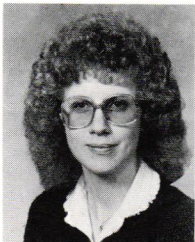
Steven Licht

Interested in the commercial design field, my goal is to work in an architectural office where I can be challenged and stimulated. Anxious to get a job in the field, I hope to expand my knowledge of the commercial design aspect of architecture. Because of my training at WITI I feel I am ready and capable of handling this type of job. Working full time while going to school has limited my time for club activities, but I have still been a member of WSA/AIA, NAHB and the Architectural Research Club at WITI. My interests include basketball, fishing, hiking, camping and most outdoor activities.



James Donovan
Age 21

In my two years at WITI-Rice Lake, I have not only learned the basics of drafting, but also a well rounded view of Architecture in general. My activities have included the clubs of NAHB and ARC (Architectural Research Club). I was also an alternate for the schools student senate. As I look back on these two years, it has proved to be a very worthwhile experience. I will pursue a career in Architecture after my graduation in May, hopefully as a Draftsman. Because of the creativity involved, this profession seems like a gratifying area to be involved in.



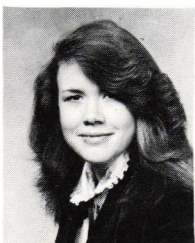
Linda Olson

During the time I have spent studying architecture, I have developed interest in all of its aspects. As well as participating in our Architectural Research Club, I have been an active student member of the WSA/AIA. I have also served as a representative to our student government and as vice-president of our student NAHB chapter. In addition to graduating as valedictorian of my senior class, I have worked part-time throughout the past three years and presently have a 4.0 grade point average. Such an interesting as well as challenging field leaves me anxious to begin working.



Mary E. Simon

During my high school years I took several industrial arts classes, including drafting, was a member of National Honor Society, and was the editor of the yearbook committee. Right now I am a member of NAHB, WSA/AIA, and our own Architectural Research Club. I have worked part-time to help pay my way through school and have gained some experience in kitchen design. I am a responsible person and work hard to get things done on time. My goal is to work my way up in the architectural field to a position in which I am comfortable and happy.



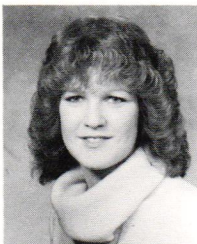
Lisa Reiter

While attending WITI I became very interested in solar design and furthered my knowledge by attending night courses on that subject. I am also interested greatly in computer math and structural design. My GPA is 3.85. I am an active member of NAHB, WSA/AIA NW Chapter, Architectural Research Club, and student senate. While attending high school I received a Fine Arts Scholarship in journalism and technical writing. I was also an active member of AFS, Pep Club, Forensics, and Colorguard. As an officer in FFA, I was a representative at the national level. With my drafting background in both high school and at WITI I feel that I am capable of securing a position at an architectural firm dealing with all aspects of design.



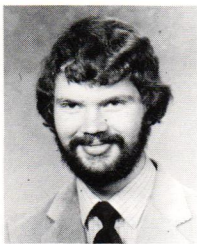
Brenda J. Svoma

With the education I have received at WITI, I feel I can enter the architectural field with a basic understanding, and intense interest, in commercial, residential, and structural drafting/design. Along with the basic drafting techniques, the curriculum here provided individual growth in design ideas. I was also able to get involved more deeply in school by being an active member of NAHB, WSA/AIA NW Chapter, and secretary of our Architectural Research Club. During high school, my main course of study was business education; therefore, I was active in the school newspaper as a reporter, typist, and artist. While in high school, I received a MAA Math Award, awards at state level competition in Forensics, and the senior Business Ed. Award. Upon graduation, I was in the top 10 of my class. In order to advance further into the area of architectural design, I am looking for a firm which will benefit from my talents and knowledge as well as offer me an opportunity to learn and advance.



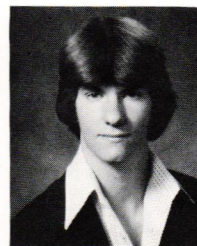
Laura Rohde

While attending WITI, I have become very interested in passive solar energy and earth sheltered housing. Having three years of drafting and one year of landscaping in high school and a part-time job working with ink and mylar has helped broaden my drafting abilities. In addition to holding a part-time job the past four years, I have maintained a grade point average of 3.8 and been an active student member of WSA/AIA and a member of Architectural Research Club and NAHB. Willing to take on responsibility, I am looking forward to the challenge of working in the field of architecture.



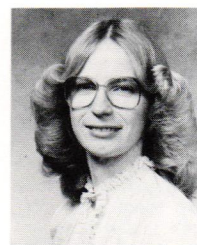
David J. Hannu

My interest in architecture goes back as far as I can remember. I attended high school in Superior, Wisconsin, where I took several years of both architectural drafting and mathematics. After graduation from WITI this May, my goal is to work with an architectural firm and get as much technical experience as I possibly can. I am a student member of WSA/AIA, and active member of the Architectural Research Club, and last year I attended the NAHB national convention.



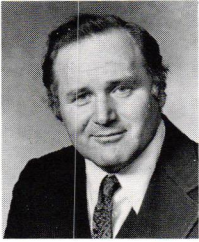
Bradley Klages
Chippewa Falls, Wisconsin

WITI-Rice Lake was referred to me as one of the best places in which I could further my education in architecture. I chose to study there because I wanted the knowledge of residential as well as commercial design. Since I have been there, I have been an active and dedicated member of a few organizations. I have been involved in the Architectural Research Club, the NAHB (its top salesman for the past year), and the Student Senate where I was a representative for a year. One of my goals is to eventually become a residential architect. I enjoy bowling, tennis, camping and drawing.



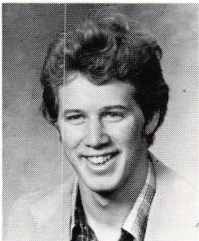
Valerie Stengel

After working for a modular construction factory for four years under William Turner, AIA, and three years as head of the drafting department, I returned to school to pick up the basics of structural design, concrete and steel construction, and computer programming. With my prior work experience, I was able to complete the two year course in one year, and still maintain a high grade point average. My background includes training in residential and small commercial drafting, plan and plant approvals, thermal calculations, supervision, construction inspection, sales presentations, site considerations, estimating, inventory control, advertising, and technical report writing. I am interested in securing a position in an architectural design or construction firm where I could be a part of the entire design process.



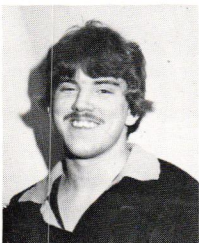
Arthur Beckmark

For the past two years I have attended WITI at Rice Lake, WI in Architectural Commercial Design and have also taken one year at University of Wisconsin, River Falls, WI in Pre-engineering. Passed the certification for inspector of Plumbing, Electrical and General Construction for one and two dwelling homes for Wisconsin. Have a restricted journeyman's plumber license for Wisconsin. The past work experience has ranged from road construction and driving redi-mix truck, to sewer and water construction. Vice President for Architectural Research Club at WITI. Married. Eleven years a 4-H leader. Hobbies are hunting and enjoying the outdoors. Plan to try to get a job in architectural engineering firm.



James P. Zuck
Age 20

Being born and raised on a dairy farm near Ladysmith, Wisconsin, has taught me the ideals of hard work and responsibility which I'm eagerly awaiting the chance to put to use in the Architectural field. In high school I took three years of drafting and studied such courses as geometry, trigonometry, and algebra while being active in sports and school activities. At WITI-Rice Lake I was active in the NAHB and Architectural Research Club while maintaining a 3.7 GPA. I've spent a summer working in an Engineering office at a large tool and die company which offered me many challenging experiences. I enjoy hunting, skiing, and athletic activities.



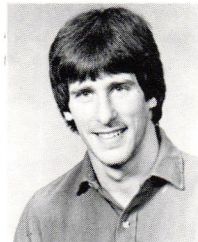
Jim Block
Age 19

During the past two years at WITI-Rice Lake I've widened my view towards the Architectural field, by taking such courses as Architectural structures, structural design, and many other related courses. My past experiences that relate to my course are two years of Architectural drafting in high school, plus working with two different construction companies for the total of five years. Along with my education at WITI, I think I have a good general overview of the Architectural field. My interests are hunting, fishing, skiing, plus drawing house plans. I'm eager to set out in the Architectural field, and accept new and exciting challenges.



Becky Miller

A 1979 graduate of Rice Lake High School, I had two years of residential architectural drafting. I'm a member of NAHB and WSA. I'd be interested in working in either residential or commercial architecture. I'm looking for a job as a draftsman or other related occupations in related fields. In my spare time I enjoy all sports, motorcycle riding and reading.



Timothy G. Petrofske
Age 23

My interests lie in field work. In the past I have had work experience in survey with the State of Wisconsin, working with engineers in the field office. I am looking forward to working in survey, land appraisal or inspection. My classes at WITI have also given me experience in drafting and estimating. Being an active member in our WSA and NAHB clubs has also helped me with my goals in and out of school.

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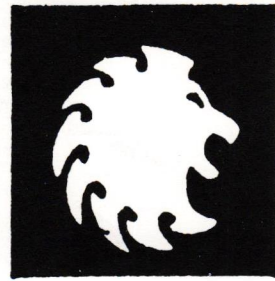
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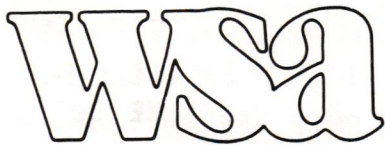
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SOCIETY NEWS

THE STREAKER



The Wisconsin Architect's ace photographer has tardily filed this photograph allegedly showing WSA member Emma Macari, AIA, participating in a "fun run" associated with the 1981 AIA national convention in Minneapolis. Macari has reportedly stated that the publicity, honorariums, speaking engagements, and products endorsements associated with her participation in this event has given her cause to consider early retirement from architecture. When questioned about the tardiness of this photograph submittal, the ace photographer for the Wisconsin Architect indicated that he had been so inspired by Emma's efforts at physical fitness that he had attempted to jog from Minneapolis to Madison . . . and hence the delay. Your late breaking news articles will be considered for publication in the Wisconsin Architect.

LETTER TO THE EDITOR

As editor of the October issue on "Architecture La Crosse", I thought I'd pass along a few thoughts from our Group and reactions of those not in the architectural community who read the issue.

We appreciate the kind remarks on the lead-in to the issue. We wholeheartedly endorse the editorial board's decision to continue this "tradition" in featuring other cities in upcoming October issues. Our group decided, in October, 1980 to stop complaining about the quality of the magazine and do something about it. We now challenge our fellow architects to do something for themselves as well as the magazine and the public's image of the architectural profession in general.

Many of the firms whose work appeared in the October issue decided to purchase multiple copies of the 16-page spread and distribute it widely, with personal visits or correspondence, in a macro-marketing effort. This met with enormous community support and satisfaction. We at HSR distributed about 500 copies and received comments ranging from "well done" to "thanks for supporting our community".

Again, we enjoyed doing the October issue. The effort in journalism was enjoyable; personal satisfaction was shared by all who were involved; the regional distribution of the magazine did much for La Crosse; and the affect on the quality of the magazine and the architectural profession is, I think, evident.

On another note, much the same group as wrote the October issue has decided to tackle the '82 WSA fall workshop. We plan to have it in La Crosse in September and want to enlarge the scale and scope of the workshop.

Sincerely,
HSR ASSOCIATES, INC.

JIM GERSICH

**NEW
MEMBERS**

CHADEK, ARTHUR C., was approved for AIA Membership in the Southeast Wisconsin Chapter.

GRIGANANO, JANET, was approved for PROF. AFF. Membership in the Southwest Wisconsin Chapter.

JOHNSTON, PETER D., was approved for AIA Membership in the Southeast Wisconsin Chapter.

REINDL, RONALD H., was approved for Associate Membership in the Southwest Wisconsin Chapter.

RILEY, ROBIN O., was approved for AIA Membership in the Southwest Wisconsin Chapter.

VAN LANEN, DAVID R., was approved for AIA Membership in the Northeast Wisconsin Chapter.

ENGMAN, MAX C., was approved for AIA Membership in the Southwest Wisconsin Chapter.

GRIES, STEPHEN, was approved for AIA Membership in the Northeast Wisconsin Chapter.

HOERIG, JAMES E., was approved for AIA Membership in the Southeast Wisconsin Chapter.

RAPANT, MARK J., was approved for AIA Membership in the Southeast Wisconsin Chapter.

SHARP, WILLIAM F., was approved for Prof. Affiliate Membership in the Southwest Wisconsin Chapter.

**NISBET
APPOINTED
TO
ARCHITECTS
BOARD**

Tom Nisbet, AIA, has been appointed by Governor Dreyfus to the Architects Section of the Joint Board of Architects, Professional Engineers, Land Surveyors, and Designers. Nisbet works with Flad and Associates of Madison and will be joining Jim Gabriel, AIA, and William Wenzler, FAIA, on the Architects Section. The public member of the Architects Section is Arthur Shannon of Milwaukee.

**A
ROSE
BLOOMS
IN
WASHINGTON**

Noble Rose, AIA, has been selected by the Northcentral Region (Wisconsin, Minnesota, North Dakota, and South Dakota) to participate in a two day workshop to review and prioritize the goals of the American Institute of Architects for the 1980's. Rose, is past president of the WSA and current member of the WSA Board of Directors, will be interacting with architects from throughout the country in preparing a report which will be submitted to the general membership of the AIA at their 1982 convention. In accepting the appointment, Rose was under the misimpression that he would be asked to go to Hawaii to present the report to the general membership of the AIA. The official word from AIA is that they would be happy to have him attend . . . at his own expense. Nice try Noble.

STOP

Have you recently taken the time to tell either an advertiser in the Wisconsin Architect or an exhibitor of the WSA Convention that you appreciate their support in the organization???? Without their financial assistance and support the WSA would not be able to function effectively. Reciprocate. Thank them for their support and give their products full consideration.

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Please answer these questions about the news event you are reporting and mail this form to: Eric Englund, c/o WSA, 615 E. Washington Ave., Madison, WI 53703.

WHO? _____

WHAT? _____

WHEN? _____

WHERE? _____

WHY? _____

CAN YOU GIVE US THE NAME OF A PERSON TO CONTACT AND A TELEPHONE NUMBER IF WE HAVE MORE QUESTIONS ABOUT THIS NEWS HAPPENING?

PHONE: _____ NAME: _____

Do you have a suggestion for a Wisconsin Architect article? _____

THANK YOU:
Eric Englund

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While most members are familiar with the "AIA Group Plan for Firms" which requires 100% participation within a firm, a less well known plan exists — the "AIA Major Medical Plan for Individuals". This plan does not require any set participation level.

The "Major Medical Plan" offers excellent benefits and competitive rates, along with a choice of \$100, \$500, or \$1,000 annual deductible. Claims are paid by the "AIA Insurance Service Organization", Association Administrators & Consultants, Inc., within their standard 48 hours of receipt, and answers to questions about the plan can always be obtained by calling Carmen Fober toll free at 1-800-854-0491.

Presently, this plan requires health evidence. It is available to all AIA members and their employees. For further information or a new "Major Medical Plan for Individuals" brochure, please call Carmen Fober at the above number or write to her at the AIA Insurance Service Organization, Association Administrators & Consultants, Inc., 18872 MacArthur Boulevard, Suite 400, Irvine, California 92715.

**PEOPLE
AND
PLACES**

The merger of Threshold Design, Inc., a Pewaukee architectural and engineering firm, and San Diego and Arndt, Inc., a Milwaukee architectural firm was announced recently by Robert E. Williams, Jr. a company principal.

ARCHITECTURAL PHOTOGRAPHY

Techniques for Architects, Preservationists, Historians, Photographers, and Urban Planners is an exceptional new book from the American Association for State and Local History, 708 Berry Road, Nashville, Tennessee 37204. (144 pages; \$19.95/\$14.96 to members of AASLH).

In 12 chapters, the author, Jeff Dean, director of the Historic Preservation Division of the State Historical Society of Wisconsin, explains in simple language how even nonprofessional photographers, armed with 35mm single-lens-reflex cameras, the necessary lenses and accessories, and a basic knowledge of photography can produce superior photos of buildings. He also discusses the advantages and disadvantages of medium- and large-format cameras; perspective control, proper lighting; film; other accessories; and provides hundreds of helpful hints on planning and executing architectural shots.

As might be expected, ARCHITECTURAL PHOTOGRAPHY is liberally illustrated with scores of photographs by Dean — along with captions that explain how they were made — as well as informational line drawings and charts.

There is nothing magic about taking good architectural photographs, says the author. "Anyone with some visual sensitivity and a sense of care about photographic details can take them. Planning is the most important ingredient in getting a needed photograph, and this book should help you do that."

Copies of this book can be ordered by contacting Karen at the WSA office.

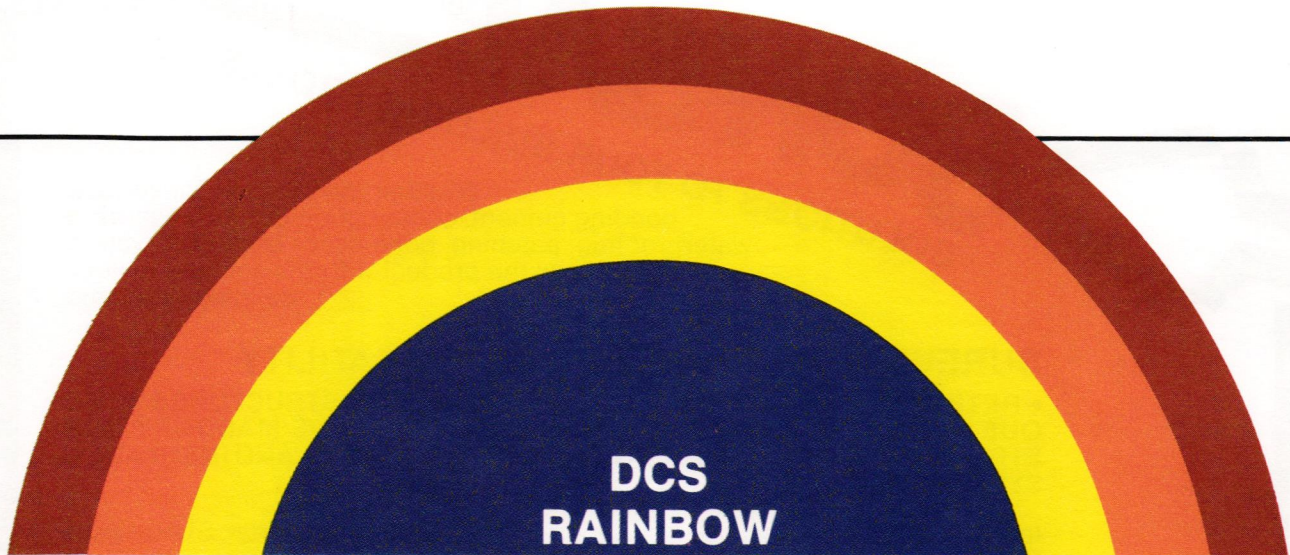
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The Milwaukee Public Museum has announced the publication of: **HISTORIC WISCONSIN BUILDINGS: A Survey of Pioneer Architecture, 1835-1870**, by Richard W. E. Perrin, FAIA.

This book, originally issued in 1962 and reprinted in 1975, has been completely revised by the author and is presented in a new format.

Historic Wisconsin Buildings will be of interest to all persons who support historic preservation and are interested in Wisconsin and Midwest history.

This book may be purchased at the museum sales counter or by mail from the Publications Division. The retail price is \$7.95 per copy, plus \$.90 per copy for mail orders. Wisconsin residents must add \$.32 sales tax. A standard 40% discount is available to resellers. For further information, please write, or telephone at (414) 278-2787.



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In 1980 the WSA Board of Directors endorsed the awarding of Citations for Distinguished Service in conjunction with the Annual Honor Awards Program. These citations are issued to individuals or groups in recognition of their contributions to architecture, architecture awareness, and related subjects. Any WSA member may recommend an individual or group for receipt of this Citation. Such a recommendation will be presented to the Board of Directors for consideration and action.

If you would like to nominate an individual, company or organization to receive a Citation for Distinguished Service, please contact any member of the Board of Directors; Wayne Spangler, AIA, 1982 Honor Awards Program Chairman; or the WSA Office.

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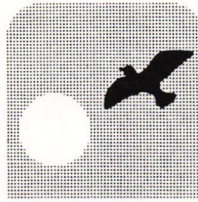
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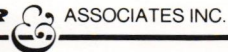


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