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Architect

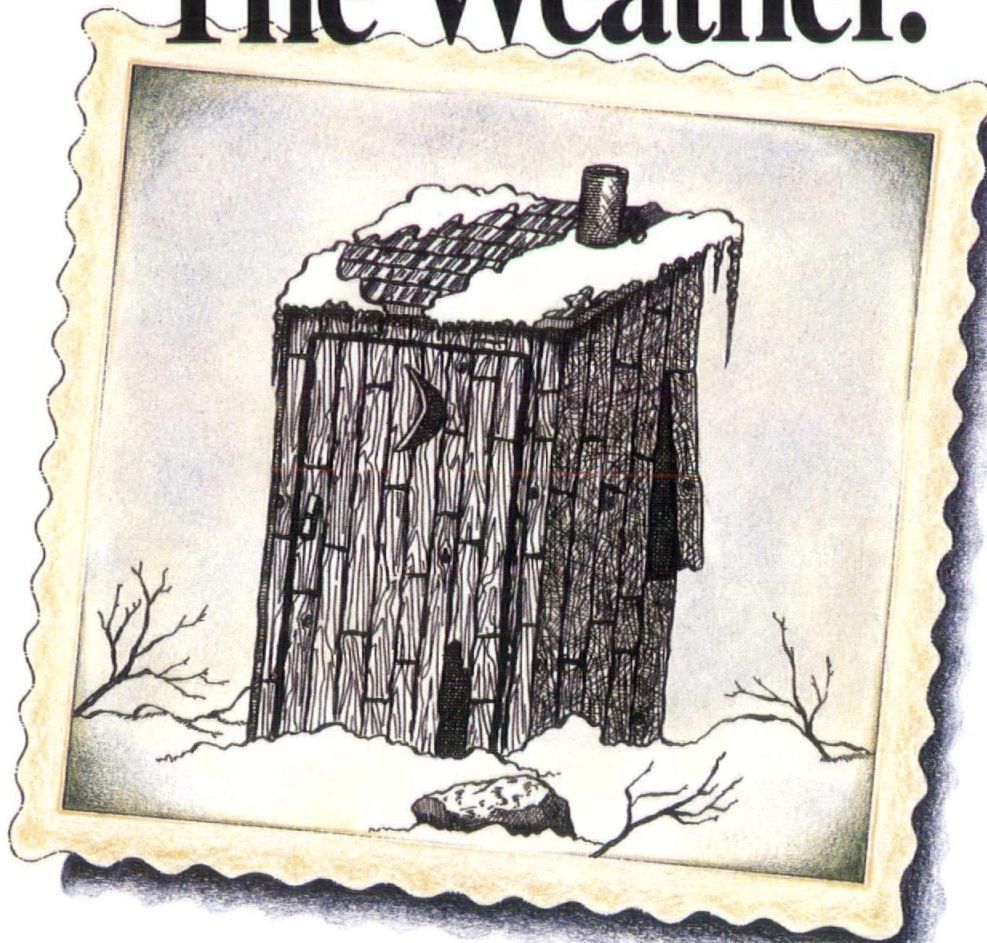
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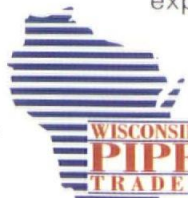
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The change of administration during January was a demonstration of an American strength. The peaceful transfer of government was a celebration for all citizens to witness and to remember.

Each of us remembers best the whole week of the celebration; and then, indi-

*Our work...should
reflect joy, celebration
and strength.*

vidually, we remember favored parts of the celebration. We discard parts not favored.

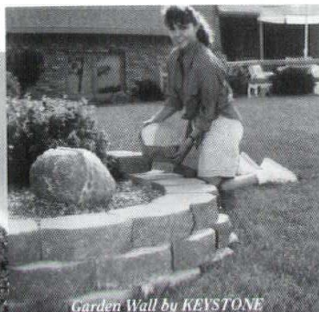
This was not a conscious process of thought on our part. Our lives as design professionals employ this sorting and discarding process in which we are very focused and intentional in our work.

During our journey this year, we can bring joy and celebration into and from our work. We accomplish this when we are intentional and focused. When our year's journey is complete, our work as well as our lives should reflect joy, celebration and strength.

Ross T. Potter, AIA

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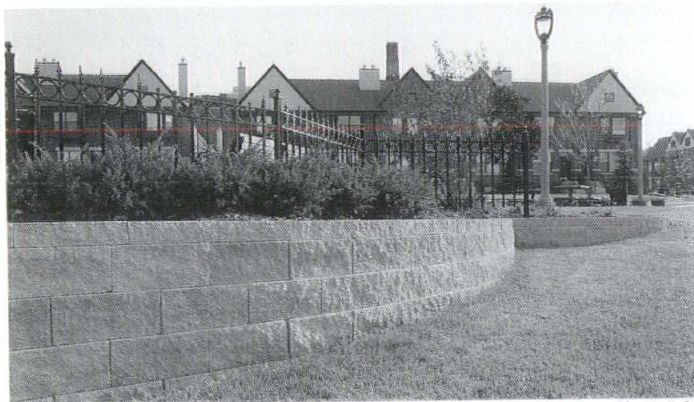
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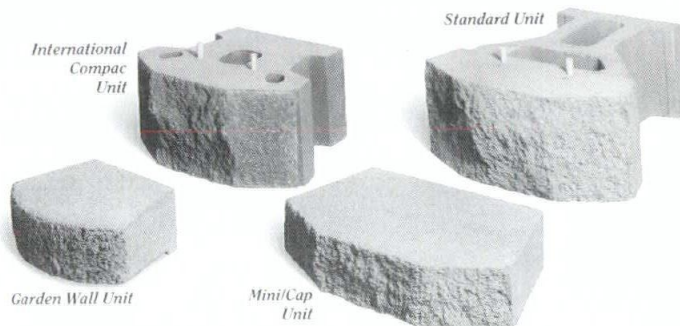
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Clinton's Economic Program

The following article prepared by the AIA highlights those aspects of President Clinton's economic program that could produce new opportunities for architects.

President Clinton's economic program includes an economic stimulus program of additional funds and tax incentives for 1993 and 1994, additional funding and incentives through 1997, and budget cuts and tax increases aimed at reducing the federal deficit.

The *Wall Street Journal* reported on its February 18 front page the results of an AIA survey which indicated that architecture is "slowly climbing out of its slump." Our data shows that hires are up and layoffs are down from the last survey in May, 1992. Slightly more firms report a rise in projects, with educational buildings in the lead, followed by commercial and health-care facilities. Needless to say, the building industry still has a long way to go.

For architects, the President's stimulus program can mean new work in housing rehabilitation, surface transportation, historic preservation, veterans' hospitals and energy conservation. While the deficit reduction portion contains budget cuts in some construction-oriented activities, the additional short-term stimulus and longer-term spending probably more than offset any losses.

The President's program is only a proposal at this point and Congress must pass legislation before funds become available in most instances. Funds for the HOME and public housing programs can be made available by the administration acting alone. Most of the proposals would increase funding for existing federal programs. Even so, for some proposals, additional detailed guidance will

be necessary in order to determine what projects are eligible. For example, some initiatives call for funding projects that are "ready to go," and it is not clear exactly what that means. Design documents might have already been completed for such projects, but the opportunity for construction supervision may still be open.

The following programs are included in the short-term stimulus package. Where possible, there are suggestions on how to get involved in the programs. While some are administered directly by federal agencies, many delegate spending authority to state and local governments.

The President's longer-term program also includes funding increases and tax incentives potentially significant to architects, including permanent extensions of the low-income housing and mortgage revenue bond tax provisions, modification of the passive loss rules and extension of the depreciation period on nonresidential real estate.

Infrastructure and Community Development

Airport Improvements. The administration proposes a \$250 million increase in grants to airports to help improve safety and increase capacity; terminal expansions are eligible projects. Architects should contact their local airport authority.

AMTRAK Capital Projects. The initiative would provide \$188 million to AMTRAK, of which some portion would go to modernize stations and maintenance facilities. Architects would respond to AMTRAK RFP's as well as recommend projects to AMTRAK for inclusion in capital improvement plans.

Community Development Block Grants. This workhorse of Federal urban assistance programs would receive a major one-time increase of \$2.5 billion, above the \$4.0 billion currently available. These funds, which are targeted to low and moderate income areas, would be allocated under the current formulas: 70% to large cities and urban counties and 30% to states for distribution to small communities. Funds can be used for economic development, infrastructure, housing rehabilitation, energy conservation, land acquisition for housing construction, senior centers and other capital improvements. There is a backlog of unfunded projects for this program, and the new funds will be applied to projects that can use them quickly. Architects should work with potential sponsors and local community development agencies to propose projects.

Transportation/ISTEA. The President proposes \$3.63 billion for transportation projects under the Intermodal Surface Transportation Efficiency Act (ISTEA). Almost \$870 million would be earmarked for resurfacing, rehabilitation and renovation projects that can be undertaken immediately. Of the remainder, \$736 million would go for transit, of which \$270 million would be for bus and van purchases. More than \$2 billion would thus be available for discretionary state and local spending under ISTEA's program categories, adding funds for transit projects, transportation enhancements and other activities in which architects often participate. Architects should respond to RFP's and work with local and state transportation and planning officials to ensure that historic preservation, landscaping, bicycle paths and other projects are included in transportation plans and programs.

Economic Development Administration. The President proposes \$94 million for economically distressed areas for rebuilding of basic infrastructure, industrial parks, water and sewer improvements and access roads to industrial facilities—and for economic development planning. Contact your local government economic development office about projects.

Veterans Affairs/Medical Care and Minor Construction. \$235 million would be allocated toward roof repairs, utility system upgrades and code compliance projects in VA facilities.

Wastewater Treatment Projects. An additional \$845 million in capitalization grants is provided to states for the construction of sewage treatment facilities. Architects should contact local water treatment authorities or state environmental protection agencies.

Housing

HOME Program. This program provides grants for affordable housing rehabilitation or production. Allocated directly to large localities and through the states to smaller jurisdictions, the program has not been spending at the rate projected: \$2.5 billion remains unspent and available at HUD. The administration plans to change regulations in order to speed up the use of these funds. Architects can work with developers—both non-profit and profit—to bring proposals for use of these funds to local jurisdictions. Local housing authorities or departments will know about this program.

Homeless Supportive Housing. The President calls for \$423 million for supportive housing programs for the homeless. It is unclear at this time whether this is accelerated or new money. Allocated to localities by competitive grant, it is designed to provide both shelter and services in a

manner that treats the root causes of homelessness. The money must be spent on projects ready for immediate implementation. Architects are encouraged to work with local housing groups to promote creative, yet “ready to go” projects for funding.

Public Housing Modernization. The administration proposes rule changes to accelerate use of previously allocated but unspent public housing modernization monies. The amount is uncertain at this time, but could reach \$6 billion, which could fund modernizing 2,500 units in 1993 and 31,800 units between now and 1998. Contact your local public housing authority about the availability of these funds.

Preservation and Resources Conservation

Building and Industrial Energy Conservation. The administration would provide \$19 million in cost-shared funding (50 percent) for “model projects” that demonstrate or accelerate the commercial acceptance of advanced energy conservation technologies and products. This funding would probably be administered by the Department of Energy.

Federal Buildings Energy Efficiency. An additional investment of \$10 million is proposed to improve energy efficiency in Federal public buildings. Architects would respond to GSA RFP’s to participate in this program.

Historic Preservation Repair and Maintenance. The President proposes \$23 million for a backing of brick and mortar rehabilitation projects, emergency surveys, engineering reports and deferred maintenance of historic properties. The National Trust for Historic Preservation would receive \$9.6 million for deferred maintenance at its museum properties; the states and Indian programs would receive \$12.5 million for grants; and the Historic American Buildings Survey/Historic American Engineering Record

would receive an additional \$1.4 million. Architects should contact the National Trust, their state historic preservation officer or the Park Service.

Natural and Cultural Resource Protection.

The President proposes \$349 million in 1993 to protect and rehabilitate America’s inventory of natural and cultural assets, restore facilities that protect these resources and improve public access to them. This funding would complete the inventory of ready to go resource protection projects, facility maintenance, rehabilitation and construction and other similar projects that stimulate economic growth and employment in both rural and urban areas. Much of this investment—perhaps as much as \$253 million—would be earmarked for the National Park Service. Architects should contact the Denver Service Center of the National Park Service about opportunities under this allocation.

Tax Incentives

Permanent Small Business Tax Credit. Small businesses would become eligible for a permanent investment tax credit; architectural firms’ equipment purchases could qualify. The credit will generally be 7 percent in 1993 and 1994 and 5 percent thereafter.

Temporary Marginal Investment Tax Credit. All businesses will be eligible for a tax credit on qualifying investments (excluding construction). The credit will be temporary and will apply only to “marginal” investments acquired between December 31, 1992 and December 31, 1994. The credit will amount to 7 percent in 1993 and 1994, with somewhat lower rates applicable to shorter-lived property.
WA

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Objective Information on Energy-Efficient Lighting Products

Architects face many problems when designing commercial buildings. One such problem is the lack of reliable information on energy-efficient lighting technologies and designs. Until recently, it was not uncommon for architects to receive incomplete information about lighting products. Now the National Lighting Product Information Program (NLPIP) can help solve many lighting selection problems, and maybe even help architects reduce their clients' operating expenses.

A major product of the NLPIP's research is its *Specifier Reports*. These concise reports provide information that is not available any place else, including manufacturer-specific data, on individual lighting products. For example, each report includes background information which describes the product and addresses issues involving product performance, lighting systems and building performance.

The NLPIP began in 1990 through the efforts of the U.S. Environmental Protection Agency's (EPA) Green Lights program, whose objective is to promote the use of energy-efficient lighting primarily by providing an objective source of information. By promoting energy-efficient lighting, the NLPIP can help develop responsive working environments, provide long-term financial gains to building owners and managers and help reduce power plant emissions. In short, the NLPIP provides a valuable service for everyone involved in the lighting field.

The program is sponsored by a consortium of utility, government and independent research organizations. Among the sponsors are the Wisconsin

Center for Demand-Side Research (WCDSR) and the Northern States Power Company of Minnesota. Additional sponsors include the Lighting Research Center (LRC) at Rensselaer Polytechnic Institute, the New England Electric Companies, the New York State Energy Research and Development Authority and the EPA. The program is overseen by an advisory board made up of representatives from the sponsors, while the LRC is responsible for administration, design and implementation of ongoing projects of the program.

The WCDSR—a sponsor of the NLPIP—is an independent, non-profit organization that began operations in 1990. Its primary function is to sponsor and coordinate research on energy efficiency for the benefit of Wisconsin. The Center distributes information to help Wisconsin residents, farms, businesses and industries adopt energy-efficient practices. It not only performs technical and economic research, but also conducts market research and evaluations. As part of its mission, the Center identified the lack of objective comparison of lighting products as a market barrier. In its efforts to overcome this barrier, the Center became aware of the NLPIP.

Evaluating lighting products is a complicated and difficult task. When developing a *Specifier Report* issue, the NLPIP project team gathers information from manufacturers and conducts independent field and laboratory tests. Many utility companies use the reports to help determine which lighting products will be included in their rebate programs.

Current *Specifier Report* issues published by the NLPIP include Electronic Ballasts, (Vol. I, No. 1),

Power Reducers (Vol. I, No. 2), Specular Reflectors (Vol. I, No. 3), Parking Lot Luminaires (Vol. I, No. 4), Occupancy Sensors (Vol. I, No. 5) and Compact Fluorescent Lamps (Vol. I, No. 6). Future issues will include such technologies and systems as exit signs, hybrid ballasts and retail lighting.

Another NLPIP product is the *Guide to Performance Evaluation of Efficient Lighting*, which is designed to simplify product comparisons for architects. The guide provides an overview section on how to use the guide and a glossary of lighting terms. The guide also includes a section that identifies performance issues, standardized test procedures and industry-accepted performance standards and regulations for products arranged in the following seven categories: fluorescent lamps, fluorescent lamp ballasts, power reducing devices for fluorescent lighting, general lighting fluorescent luminaires, compact fluorescent packages, reflectors for 2 x 4 ft. fluorescent luminaires and occupancy sensors. In addition, the guide provides listings of photometric testing laboratories, standards-writing organizations and relevant publications from a number of industry-related organizations.

If you would like additional information on any NLPIP publication, please contact your local utility company's lighting specialist or the WCDSR at 595 Science Drive, Suite A, Madison, WI 53711-1060; (608) 236-4601; fax: (608) 238-8733. **WA**

EDITOR: The author is the communications specialist for the Wisconsin Center for Demand-Side Research.

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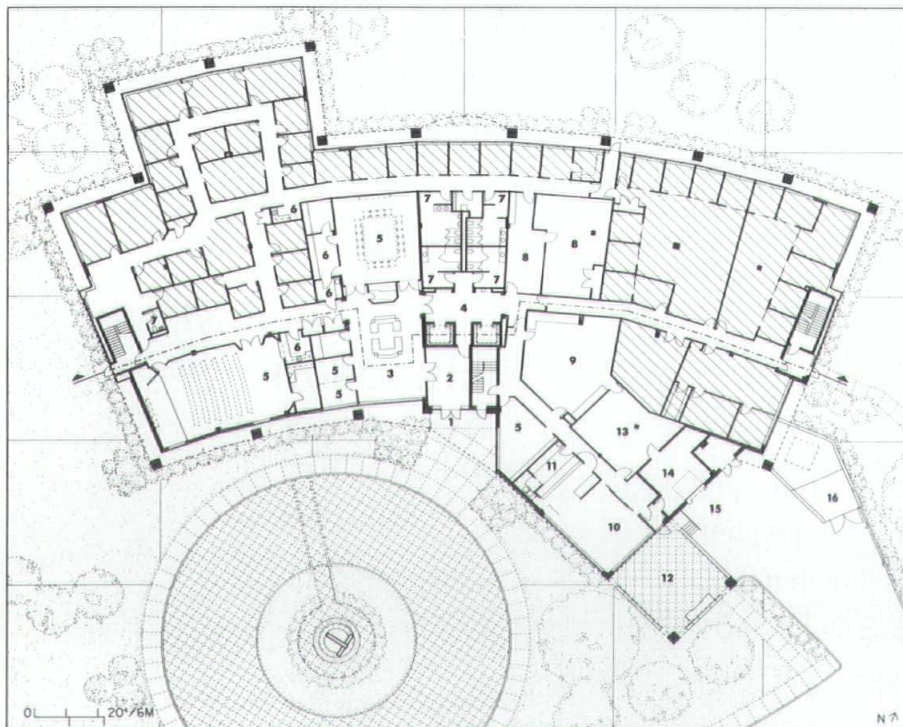
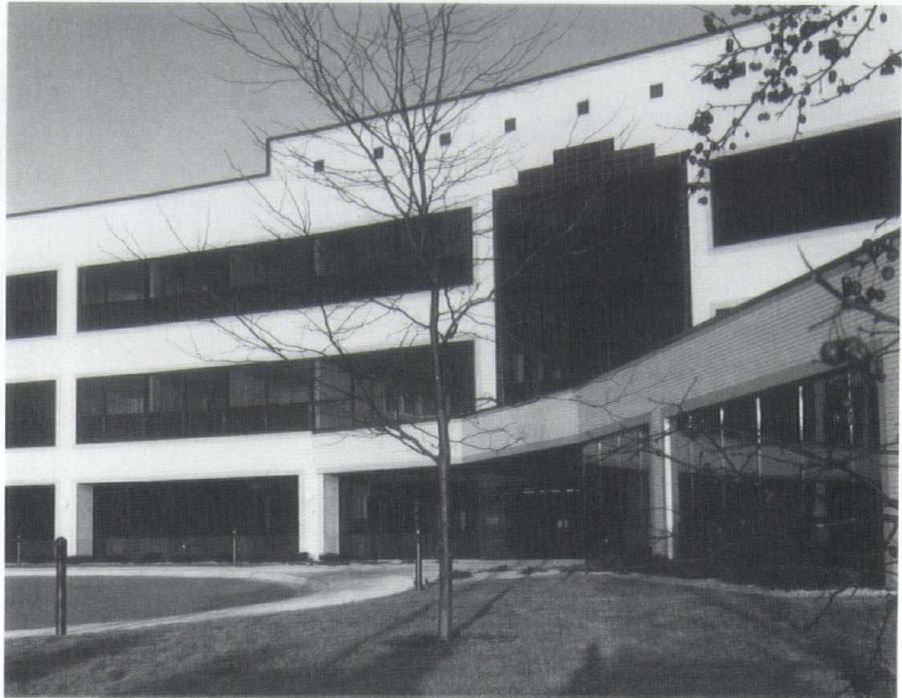
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<i>Project</i>	InterGlobia Office Building
<i>Location</i>	Appleton, Wisconsin
<i>Architect</i>	Marathon Engineers/Architects/Planners, Inc.
<i>General Contractor</i>	Hoffman Corporation

After considering a range of design proposals, a curvilinear building shape was selected which solves several programmatic as well as siting constraints. The curve of the building has a large enough radius so that curving walls are not abrupt.

A central corridor allows for a wide range of room layouts. The curved wall and a series of glass sliding doors allow for the flow of natural light and outside view. As one walks along, the corridor seems to sweep away, adding an unusual aspect to an otherwise ordinary experience.

Light hued exterior brick coupled with a framing accent color provides contrast to the dark granite selected for strength and durability to anchor the building to the ground. Green tinted butt glazed ribbon windows complete the exterior palette.



Photography: Michael Bricco and Richard Portman

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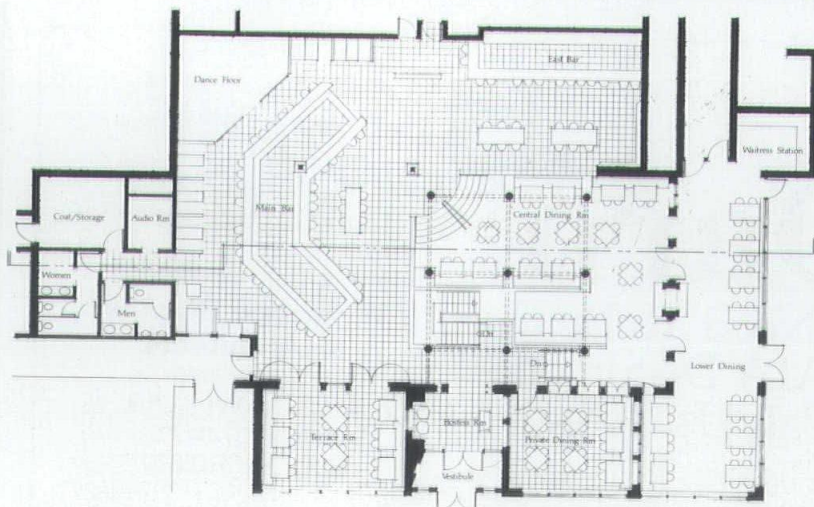
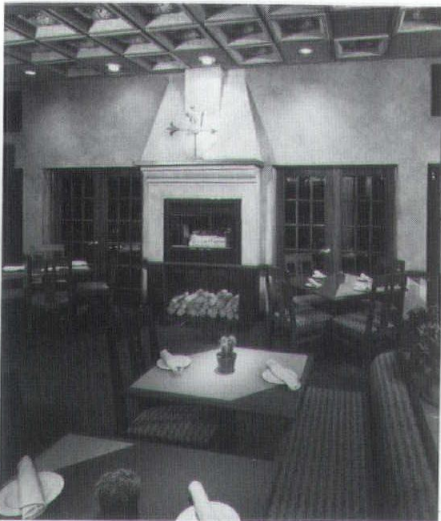
<i>Project</i>	DKC's Armadillo Grill
<i>Location</i>	Milwaukee, Wisconsin
<i>Architect</i>	Kubala Washatko Architects, Inc.
<i>General Contractor</i>	Don Zanisek

This remodeled restaurant is located next to a popular downtown health club. The design challenge was to target upscale urban patrons with a casual elegance conducive to relaxation after work.

A tight budget led to searches through junk shops yielding such treasures as wooden arches, wood windows, art deco glass, fluorescent fixtures and decorative acorn light fixtures. Wall sconces were designed by the architect.

Thus, the lighting, including an open sky of neon arches, provides the drama which surrounds the other architectural features. A visual connection from each dining area to the bar was carefully planned, with the dining spaces still having a feeling of privacy. Dropped floor levels and lofty ceiling provide interesting focal points from different angles. To ease the budget, some existing materials such as ceramic floor and ceiling tiles were reused in various ways.

Photography: Mark Heffron



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1993 WISCONSIN SOCIETY OF ARCHITECTS CONVENTION

May 25th & 26th, 1993
Holiday Inn Madison West
Middleton, Wisconsin

Call 1-800-ARCHITECT
to register today.

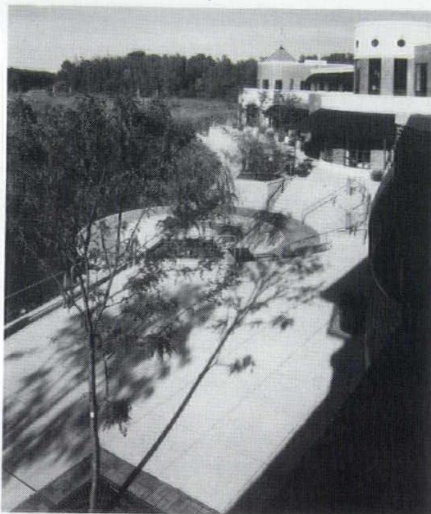
<i>Project</i>	Woodlake Center
<i>Location</i>	Kohler, Wisconsin
<i>Architect</i>	Plunkett Raysich Architects
<i>General Contractor</i>	Oscar J. Boldt Construction Co.



One of Wisconsin's largest family-owned manufacturers sought to create a dynamic upscale shopping environment in a Wisconsin company town. The center was designed to include shops, restaurants and offices, each space with an entrance to parking area plus an entrance with access to a lakefront plaza. A civic space for gatherings for outdoor functions was an important element to add excitement and fun.

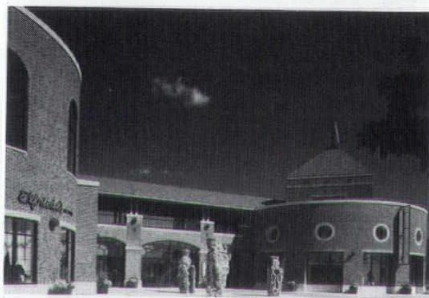
Two primary buildings cradle the lake shore with playful architectural forms. They are hinged together by an arcade which continues the colonnade linking all ground level shops. At second floor level, a bridge above the arcade offers dramatic views of lake and plazas. On the lake side, an amphitheater extends over the water on axis with the bridge element.

A variety of materials including red-brown brick, acrylic stucco, split face concrete block and laminated wood were used to add interest. Berkus Group Architects of Santa Barbara, California, was the design architect.



Left: Looking down on the outdoor amphitheater which provides a relaxing view of the lake shore and water fowl. Lower level of the center is retail and the second floor is designed for office space.

Below: Hand painted clouds enhance the domed ceiling of this Italian restaurant. Floor tiles in restaurant and bar are handmade.



Photography: Steve Poast

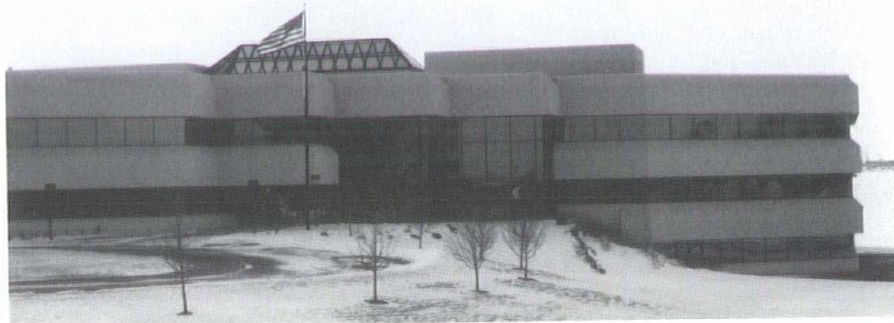
<i>Project</i>	Ultratec Headquarters
<i>Location</i>	Madison, Wisconsin
<i>Architect</i>	Potter Design Group, Inc.
<i>General Contractor</i>	Kraemer Brothers, Inc.

Planning for the new Ultratec Headquarters began in early 1990. Following the completion of a fast-moving construction schedule, the company moved from tight and outdated offices into their new 70,000 square foot facility during early summer of 1991. Ultratec is a growing Wisconsin corporation specializing in engineering, research and manufacturing of TDD products, communication devices that assist those with hearing impairments.

The building rests on a 14-acre hillside, rising three floors on the west and two on the north, east and south. Manufacturing, receiving and shipping and technical laboratories are on the lower level. Cafe, kitchen and meeting rooms serve the corporation on the first floor while corporate operations and engineering complete the second floor. Wheelchair exit and access linking the first and second floors are made possible by an internal ramp. A two-story skylit atrium provides an inspiring public entrance.

The building's envelope consists of finished white exterior insulating cladding and strip cobalt blue insulating glass windows. Automatic sliding entrance frames and windows are finished in anodized black aluminum.

Photography: Todd Barnett



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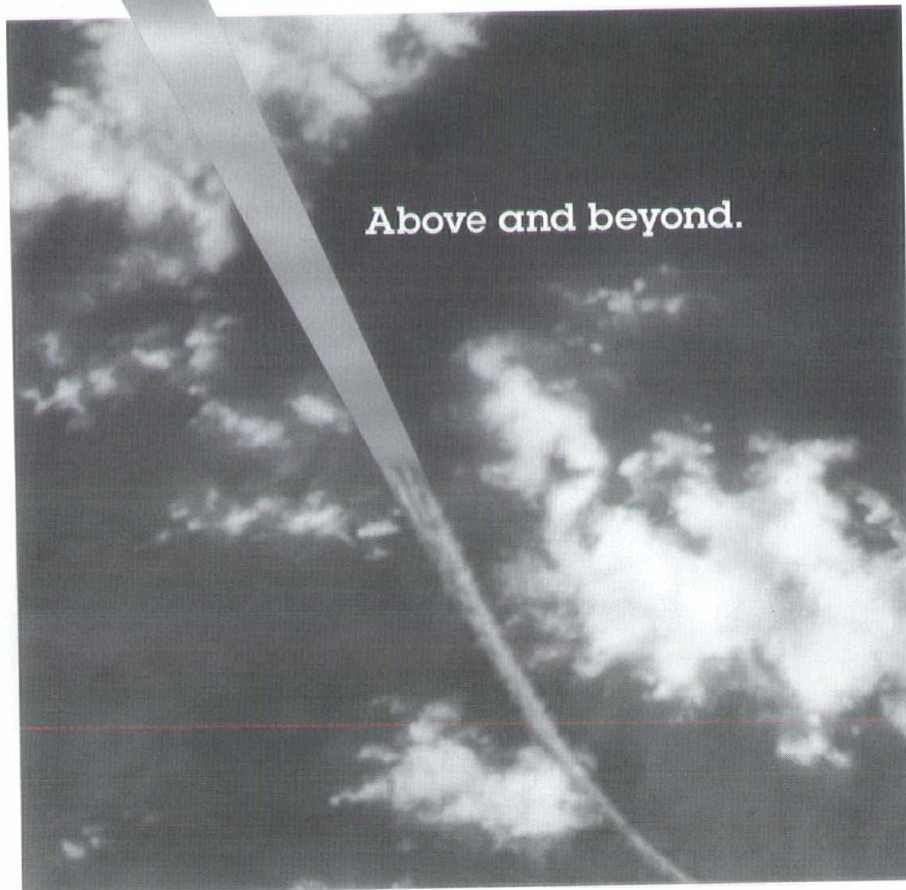
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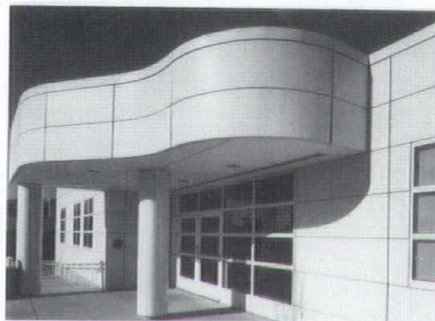
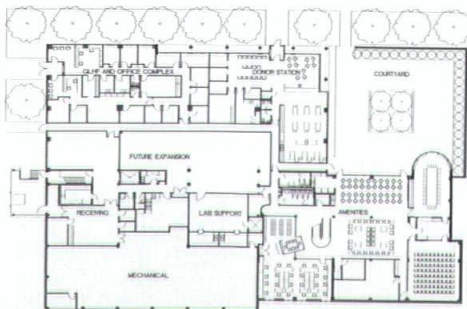
Design by Phoenix Marketing Group, Inc.

<i>Project</i>	Blood Research Institute
<i>Location</i>	Wauwatosa, Wisconsin
<i>Architect</i>	Kahler Slater Architects
<i>General Contractor</i>	C. G. Schmidt

Isolation and limited space severely curtailed the growth and development of the Blood Research group. The decision was made to move them to the Milwaukee Regional Medical Center to encourage reaction with other researchers.

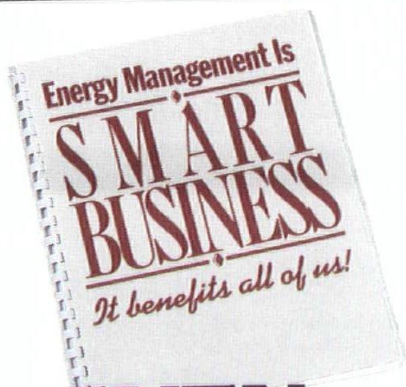
The new Institute is located at the northeast corner of the Medical Center abutting a residential neighborhood. The two-story facility suggests high-tech, but its exterior of white insulated metal panels and careful landscaping fit in with residential neighbors as well.

Open labs are located along outside perimeter for natural light and views. Specialty labs and central instruments form the inner core of the layout. An open meeting area features a glass wall and a skylight in the barrel-vaulted roof. An open stair is the visual link to the lower floor with conference rooms, library, lounge space, cafeteria and the blood collection station. The staff in all of these areas benefits from a view of the exterior courtyard.



*Photography: Howard Kaplan
HNK Architectural Photography*





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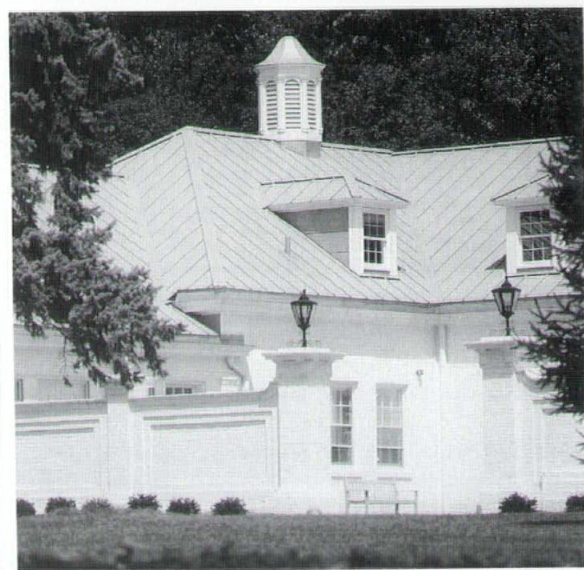
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<i>Project</i>	Seventh Floor Offices
<i>Location</i>	Sheboygan, Wisconsin
<i>Architect</i>	The Stubenrauch Associates, Inc.
<i>General Contractor</i>	Quasius Bros.

The seventh floor, formerly a restaurant, is at the top of the tallest building in town, with a panoramic view of surrounding city and Lake Michigan. The tenant requested a high profile showplace for their law offices. Finish materials were carefully chosen to project the feeling of a progressive and stable law firm.

Architectural focal point for the interior spaces is the high ceiling hung with incandescent pendants and fluorescent parabolic light fixtures in decorative tiles. Three accent ceiling beams add to the sophisticated appearance of this windowless space which houses work stations for the support staff.

Outer perimeter rooms are blessed with the spectacular views and are used for offices and conference rooms. A law library has a travertine marble feature wall in the reception area. To ensure confidentiality, office walls use metal studs with multiple layers of gypsum board and batt insulation.

Mahogany woodwork and brass finishes add to the traditional yet contemporary atmosphere of this project.

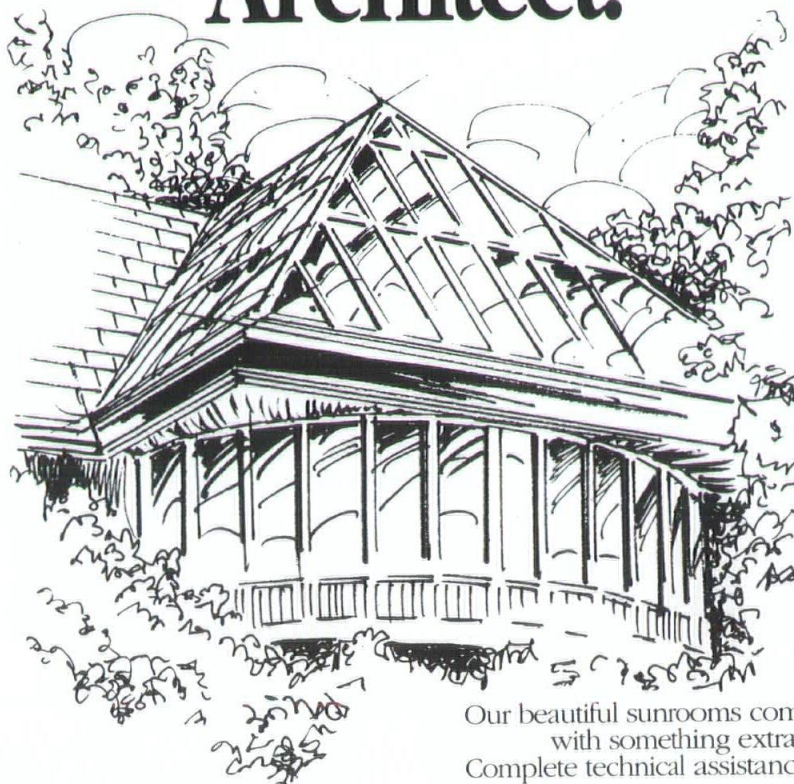
Photography: Eric Oxendorf

Top right: Reception area of law library

Right: In the high-ceilinged interior space, a mezzanine floor was included to provide extra work rooms plus the glass-walled conference room shown above.



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<i>Project</i>	Wisconsin Mutual Insurance Company
<i>Location</i>	Madison, Wisconsin
<i>Architect</i>	Potter Lawson Architects
<i>General Contractor</i>	J. P. Cullen & Sons, Inc.

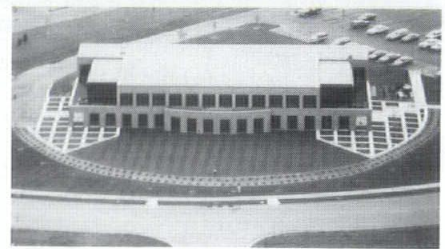
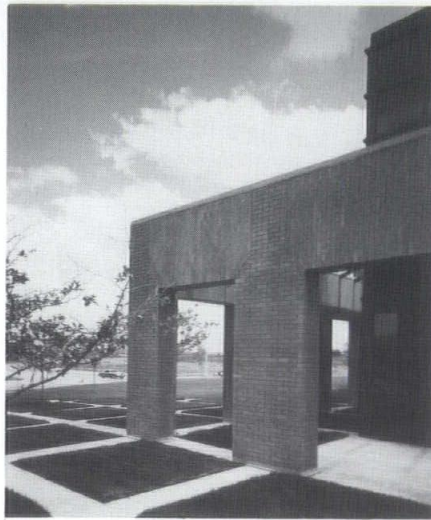


Two entry atria give access to this insurance building which is located at a prominent intersection of a suburban office park. The curved porch and balcony space is a response to the curve of the main access drive.

Heavy masonry walls were designed to provide an image of strength and stability. Wide piers on the first floor become slimmer on the second level where the amount of glass is increased.

The corners of the symmetrical facade are carved away to form two glass atria, each a two-story sunlit space. Visitors use the south entry and employees use the north. Contrast between glass walls and heavy brick colonnade further accents the weight and strength of the building and provides interesting transition space between building and landscaped grounds.

Photography: James T. Potter, AIA



To All Our Architect Friends:

WCMA Wisconsin
Concrete
Masonry Association

P.O. Box 339 • Valders, WI 54245 • 414-773-2888 • 1-800-722-4248 • FAX: 414-773-2823

DATE: March 1993

RE: 1993 WISCONSIN SOCIETY OF ARCHITECTS CONVENTION

This year's WSA Convention theme is "ABOVE AND BEYOND." Our association enthusiastically shares this theme as we strive to produce new, dynamic products of lasting beauty, function and durability. More than ever before, masonry offers a vast array of design options to the architectural marketplace.



THE APPEAL OF CONCRETE MASONRY

Mark your calendars for **8:00 A.M., Wednesday, May 26th**. Be our guest at the W.C.M.A.'s FIFTH ANNUAL "EXCELLENCE IN MASONRY" DESIGN COMPETITION AWARDS BREAKFAST. While you enjoy breakfast, view the judge's eight finalists...Wisconsin architects recognized for outstanding creative and dramatic masonry designs. Who among your peers will win "BEST OF SHOW"?

WIN A ONE WEEK TRIP FOR 2 TO CANCUN INCLUDING AN EXCURSION TO THE MAYAN RUINS AT TULUM!

The lucky one who registers at the breakfast and is there for the drawing will be our guest for this wonderful vacation. Experience masonry as it existed centuries ago as the guest of the WCMA.

THE FUNCTION OF CONCRETE MASONRY

The WCMA exhibit will be located at booth #232. Featured will be solutions for compliance to the new Wisconsin Multi-family Dwelling Code regarding 2-hour fire separations. See why masonry is the superior choice regarding tenant safety. Talk with our representatives. Pick up informative literature. Help us take that critical step to reduce needless loss of lives due to fire and smoke. Together we can make a significant difference.

We look forward to seeing you at the 1993 WSA Convention.

William G. Schaab
President, WCMA

P.S. Invitations for our May 26th breakfast will be sent May 3rd. In the event you may not be on our WCMA mailing list and would like to attend, please take a moment to fill out the form and mail or fax it to us.

WCMA "EXCELLENCE IN MASONRY" BREAKFAST

MAY 26

1993 WSA Convention

YES! Please add my name to your mailing list and send me an invitation.

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The **STATUS QUO** just isn't good enough any more.
On every front, we, as architects, are being challenged to expand our
role and abilities in the construction industry.

We are no longer just **COMPETING**
among ourselves. Engineers, contractors and
interior designers now vie for the same clients and projects,
and, in some cases, are doing so with more **VIGOR** and
with more **INNOVATIVE** approaches.

TECHNOLOGY is changing the face of the
built environment. Not only in the new materials we use
to create it, but also in the way our new systems and advances change
the **WORKSPACE** and **WORKPLACE**.

And **OUR FIRMS**, torn between being economical
production machines and artist colonies, have to respond with
QUALITY SERVICE and **QUALITY**
DESIGN by addressing tomorrow's needs today.

ABOVE and **BEYOND** the status quo
is the only way our profession can maintain its place in
the building industries. We must learn to compete
on an ever-changing playing field. We must develop
a deeper **UNDERSTANDING**
of the issues that affect our clients' needs. We must do all this
AND MORE while keeping our firms afloat.

ABOVE and **BEYOND**,
the 1993 WSA Convention, will focus on the role of
the **ARCHITECT** in tomorrow's world.

MIKE FITZGERALD, a visionary who
has researched the future of our economy, our educational
system and our communities, will speak on the
PRE-EMINENT role architects
are poised to play in the future of our society.

MICHAEL BRILL, president of BOSTI,
award-winning designer and researcher and a professor
of architecture at SUNY-Buffalo, will discuss the
many **INFLUENCES**
affecting the design of the future.

GERALD HORN, FAIA,
award-winning architect and partner with Holabird & Root,
will provide unique insights into achieving
design **EXCELLENCE**
through a presentation of his work.

WSA Convention seminars will expand upon these themes and
address issues of emerging **TECHNOLOGIES**,
the organization and management of our offices,
and the future of our profession.

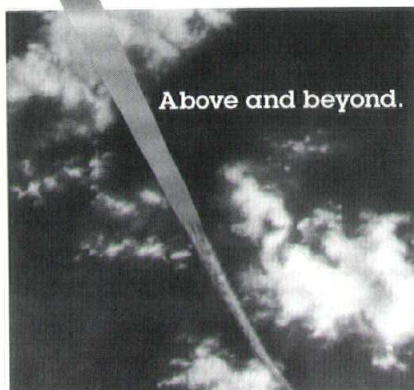
The annual WSA Construction Industry Reception will focus
on new technologies, products and systems and feature a Design
CHARENTE to creatively explore these opportunities.

ABOVE and **BEYOND** is more than just a convention slogan.
It should become the **MEANS** by which we approach
our clients and firms to **DELIVER**
quality design and quality service.

Above and beyond.

— Russell E. LaFrombois, III, AIA
Chairman, 1993 WSA Convention Committee

Above and beyond.



Above and beyond.

1993 WSA CONVENTION WISCONSIN SOCIETY OF ARCHITECTS

Holiday Inn Madison West
May 25 & 26, 1993

SCHEDULE AT A GLANCE

TUESDAY, MAY 25

8:00 a.m. - 9:30 a.m.

WSA & WAF Annual Meetings

10:00 a.m. - 11:45 a.m.

Opening Keynote Address:

*Architects' Leadership Role in the
Renewal of America*
Mike Fitzgerald

12:00 a.m. - 1:50 p.m.

WSA Golden Award Luncheon

*Beating Burnout: A Survival Guide
for Architects*
Peter McGugan

2:00 p.m. - 3:30 p.m.

Professional Development Seminars:

- *Creating a Client-Focused Culture*
Mike Fitzgerald
- *Integrating Computers in Your Office*
Oliver Witte
- *Environmental Aesthetics & Architecture*
Barbara Sandrisser
- *Intern Development Program*
Irene Dumas Tyson

3:30 p.m. - 8:00 p.m.

**Construction Industry Reception &
Building Products Exposition**

*Displays of innovative products and
services for the design & construction
industry, door prizes, food & drink
...free admission*

8:00 p.m. - ??? a.m.

Hospitality Suites & More

WEDNESDAY, MAY 26

8:00 a.m. - 9:00 a.m.

Sponsored Breakfasts

9:00 a.m. - 10:45 a.m.

Keynote Address:

Design for the Future
Michael Brill

11:00 a.m. - 1:30 p.m.

Building Products Exposition
Walking Lunch

1:30 p.m. - 3:00 p.m.

Professional Development Seminars:

- *Office Design of the Future*
Michael Brill
- *Future CAD Technology*
Oliver Witte
- *Total Quality Management for
the '90s & Beyond*
Steven Morstad

3:00 - 4:30 p.m.

Special Events

- UW-Madison Business School Tour
- Cleaning New Masonry Workshop
- WSA Committee Roundtables

4:45 - 6:15 p.m.

Honor Awards Lecture:

Design Excellence
Gerald Horn, FAIA

6:30 - 9:00 p.m.

Honor Awards Reception & Banquet

Banquet Speaker: Susan Maxman, FAIA

Above and beyond.

TUESDAY, MAY 25

WSA & WAF Annual Meetings

8:00 a.m. - 9:30 a.m.

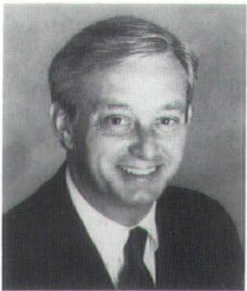
Join local, state and regional leaders of The American Institute of Architects for a discussion of the many important issues facing the profession.

The 1993 WSA Convention won't waste any time in getting down to business. This is your chance to share your questions, comments and suggestions on AIA, WSA and WAF programs. Provide input on future and ongoing government affairs, public awareness, continuing education and other initiatives.

Participate in roundtable discussions with local WSA Chapter officers on issues and programs of importance in your part of the state. Join WSA President Ross Potter, AIA, and AIA North Central Regional Directors James Miller, AIA, and Duane Kell, AIA, for reports on current issues being addressed by the WSA and the Institute. Learn more about how the Wisconsin Architects Foundation is helping to build a better Wisconsin through architectural education from WAF President Gary Zimmerman, AIA. A breakfast buffet is included in the program.

Opening Keynote Address: *Architects' Leadership Role in the Renewal of America*

Mike Fitzgerald
Strategic Services
10:00 a.m. - 11:45 a.m.



Mike Fitzgerald

Strategic planner Mike Fitzgerald will present a new vision for the future...a future in which architects will play an important leadership role in renewing our communities.

In the emerging new world order of increasing interdependence, accelerating change and intensifying global competition, Fitzgerald sees abundant new opportunities for architects in terms of personal

involvement and professional achievement. He will challenge us to invent our future by being courageous enough to lead our communities to the new era of the 21st Century.

In this new epoch, good ideas are capital and there is no finish line in the competitiveness race. It is an exciting age where everyone matters and where people are the competitive edge in the global economy. People who are well educated, multi-skilled, adaptable and innovative. People who have learned how to learn, can work in teams in a constant search for creative solutions and are continuously adding value to products and services. People like you.

As Fitzgerald envisions our future...communities will be redesigned for more environmentally balanced living; schools will be redesigned for community living centers; offices will be redesigned for maximum interaction among owners, managers and employees; and homes, apartments and neighborhoods will be redesigned to be ecologically balanced, energy efficient, affordable and inspiring spaces that cause the human spirit to flower.

Mike Fitzgerald started his own consultant company, Strategic Services, in 1991 to assist businesses, economic development groups and educators with strategic thinking and planning. He is a senior fellow at the Center for the New West in Denver, economic development consultant to the Northwest Policy Center, University of Washington School of Public Affairs and serves as an advisor to the Hudson Institute's International Cities Project. Prior to starting his own company, Fitzgerald was vice president and managing director of the Seattle-based Pacific Institute, Inc., and the executive director of the Washington State Economic Development Board. He is a knowledgeable and inspiring speaker with a clear and insightful message for architects and other leaders interested in strategies for improving our standard of living and quality of life in America. The Oscar J. Boldt Construction Company is a sponsor of this opening keynote session.

WSA Golden Award Luncheon 12:00 p.m. - 1:50 p.m.

The Golden Award represents the highest honor the WSA can bestow on one of its members.

You are cordially invited to join in the celebration and the official presentation of the 1993 WSA Golden Award to Harry A. Schroeder, AIA, of La Crosse.

It is awarded in recognition of most distinguished leadership and service to the WSA and the profession of architecture over an extended period of time.



Peter McGugan

Following lunch and the presentation of the WSA Golden Award, Peter McGugan will offer an educational and entertaining presentation on *Beating Burnout: A Survival Guide for Architects*. McGugan is an internationally recognized psychologist, best-selling author, broadcaster and therapist. You will discover the causes and symptoms of burnout and the solutions that work from North America's leading expert on the subject. Join Peter McGugan for this special luncheon program and discover ways to balance your professional and personal lives, the importance of solid support systems, ways to stop self-sabotage, three ways to cut stress in half, decision making techniques that work and how to be more creative under pressure.

Professional Development Seminars

Use your problem-solving skills to select from four exceptional WSA professional development seminars designed to take you **Above and beyond** ordinary Convention workshops. The seminars will address a broad range of topics and interest areas, including client relations, computers, environmental aesthetics and intern development.

• *Creating a Client-Focused Culture*

Mike Fitzgerald
Strategic Services
2:00 p.m. - 3:30 p.m.

Fitzgerald will inspire and challenge you to invent the preferred future for you and your firm.

Join keynote speaker Mike Fitzgerald for an enlightening seminar discussion on how to achieve the benefits from creating a client-focused culture within your firm. To compete today and in the future, Fitzgerald believes firms must organize into smaller and smaller decision-making units that can respond quickly to increasing competition and fast-changing markets. Further, continually improving services to

1993 WSA CONVENTION

Above and beyond.

meet client expectations requires new leadership styles, empowered employees, state-of-the-art technology, a common vision and adapting to and mastering change.

In this seminar, Fitzgerald will discuss the benefits from creating a client-focused culture, the traits of customer-focused companies, visions and goals that inspire, empowering the front lines, incentives and rewards, and sustaining high performance.

• *Integrating Computers in Your Office*

Oliver Witte

Architecture

2:00 p.m. - 3:30 p.m.

This seminar session is designed for everyone who is interested in discovering how to better integrate computer technology with your office management and practice systems.

Oliver Witte, the creator and manager of *Architecture* magazine's innovative computer-aided architecture evaluation program, will lead this discussion that will include real-life evaluations of the latest software and hardware available to architects for both Macintosh and DOS computer systems. The seminar will address the concerns and questions of architects just getting ready to jump into the wonderful world of computers as well as those of architects with some experience under their belts interested in learning how to take greater advantage of available computer technology in their practices.

Prior to being named as the founding editor of the AIA's *Architectural Technology* magazine in 1983, Oliver Witte was a reporter for the *Milwaukee Journal*, senior editor of *Professional Builder* magazine and editor-in-chief of *Building Design & Construction*. You've read his recent articles on computer-aided architecture in *Architecture*. These articles are based on a unique evaluation approach that relies on working architects who volunteer to try out new products on real projects for real clients.

This evaluation program has placed cutting-edge computer technology in the hands of a number of Wisconsin firms, both large and small. WSA members attending the WSA Convention and Witte's seminars will have the chance to win several such products...including a Sema4 Financial Management System program.

• *Environmental Aesthetics & Architecture*

Barbara Sandrisser

The Paul Partnership

2:00 p.m. - 3:30 p.m.



Essex Senior Center
The Paul Partnership

Sandrisser will get your creative juices flowing in this seminar on environmental aesthetics, physics, design and snow.

Barbara Sandrisser's design seminar will go literally **Above and beyond** with its focus on the emerging field of environmental aesthetics and its application in snowy climates like Wisconsin. As an architect, artist, author and lecturer with a keen interest in Japanese and Asian influences on Western design, Sandrisser will discuss the physics and aesthetics of snow and the relationship of snow and design, with a little Japanese poetry and literature thrown in for good measure.

Barbara Sandrisser is a partner with The Paul Partnership in New York City. Her approach to design is interdisciplinary, emphasizing cultural context while simultaneously balancing functional analysis with aesthetic perception. Her work has appeared in numerous publications, most recently in *Architecture* and *Progressive Architecture*, and includes a broad spectrum of projects ranging from housing to rehabilitation and reuse of old neighborhoods and buildings to landscape concepts and master plans. In its projects, The Paul Partnership strives to resolve the oftentimes conflicting questions of functional efficiency, energy conservation, aesthetic perception and environmental appreciation.

• *Intern Development Program*

Irene Dumas Tyson

The American Institute of Architects

2:00 p.m. - 3:30 p.m.

IDP...it's the law.

As of the first of this year, to become licensed as an architect in Wisconsin you must have an IDP record with NCARB or an equivalent record documenting your experience in specific areas of practice. The Intern Development Program – or IDP – is a national program sponsored by The American Institute of Architects and the National Council of Architectural Registration Boards (NCARB). IDP is a self-motivated program that helps provide a comprehensive exposure to architectural practice and a structured transition between formal education and architectural registration. It is required in Wisconsin and a growing number of other states.

Join Irene Dumas Tyson, the director of intern programs at the AIA, and Wisconsin's IDP coordinators for this informative seminar designed for students pursuing careers in architecture, intern-architects working toward becoming registered, faculty interested in helping to guide their students into life after graduation and registered architects wanting to learn how they can assist interns as IDP "sponsors" or "advisors." This seminar is your opportunity to learn more about IDP and other registration requirements that will be shaping the future of the profession in Wisconsin.

Construction Industry Reception & Building Products Exposition

3:30 p.m. - 8:00 p.m.

Product & service displays, Special Regional Catalog, Design Charette with cash prizes ...and more!

For the grand opening of this year's WSA Building Products Exposition, the WSA Convention Committee and exhibitors are hosting the annual WSA Construction Industry Reception. Everyone is invited...and registration is FREE for this special event in the Trade Center at the Holiday Inn Madison West.

Above and beyond.

WEDNESDAY, MAY 26

Complimentary Breakfasts

8:00 a.m. - 9:00 a.m.

It's your call. Select from two complimentary breakfasts hosted by WSA Convention exhibitors...one sponsored by the Wisconsin Concrete Masonry Association and the other by S&S Sales and Citadel.

Keynote Address:

Design for the Future

Michael Brill

BOSTI

9:00 - 10:45 a.m.



Michael Brill

Helping clients realize workplaces which increase productivity, satisfy occupants and achieve a better return on facility investments.

Michael Brill's keynote address will take us **Above and beyond** into the future of planning and design of high-performance workplaces. Through a lively presentation of his award-winning research and consulting work, Brill will share proven methods for helping clients realize workplaces which support organizational culture, increase productivity and quality of worklife, better integrate electronics into the workplace, truly satisfy occupants and achieve a better return on investments in their facilities. If this sounds too good to be true, then you won't want to miss this featured WSA Convention program.

Michael Brill is president of BOSTI, the Buffalo Organization for Social and Technological Innovation, Inc., and a professor of architecture at the State University of New York at Buffalo. After ten years as a designer of hospitals, housing, offices, theaters and

interiors, he shifted career focus and started to develop ways whereby the social, behavioral, functional and ergonomic needs of end-users become critical determinants in the planning, design, use and management of workplaces. In 1969, he helped establish BOSTI to do research in understanding and measuring how design and management of places affect individuals and organizations and to do consulting in the direct application of this knowledge. Brill has received numerous awards for his design research and is a distinguished award-winning author of several standard references, including *Using Office Design to Increase Productivity*.

Responding to rapidly changing conditions in both business climate and management concepts, BOSTI is engaged in developing highly innovative ways of using workspace more effectively and in exploring how officework might successfully be done in non-conventional places using new technologies. BOSTI uses its specialized research knowledge and methods to develop comprehensive planning and design guidelines for a broad range of major manufacturing, financial, communications, utility and public clients.

Building Products Exposition

11:00 a.m. - 1:30 p.m.

This special exhibit session provides a unique opportunity to learn first-hand the latest information on product research and technological breakthroughs that will shape the future of design and construction in Wisconsin. It's your last chance to tour the Trade Center and gather valuable information on products and services that can be put to good use on all of your projects.

Registration is FREE for this special event...and a delicious boxed lunch is included. The winners of the exhibitor-sponsored Design Charrette will be announced. Invite your clients, colleagues, consultants, business associates and friends to join you in the Trade Center at the Holiday Inn Madison West!

The WSA Convention truly is an educational experience; and the Building Products Exposition is sure to be a major highlight of this year's statewide conference. It's your opportunity to find the answers to all of your questions from representatives of the leading manufacturers and suppliers of design and construction industry products and services in Wisconsin. A special Regional Products and Services Catalog is being prepared for the first 400 members who register for the WSA Convention.

Door prize drawings, displays of award-winning architecture, music, your favorite beverages and delicious hors d'oeuvres are just a sampling of the special events planned to add some fun and excitement to your life! The featured door prize is a HI JetPro V50 plotter from Houston Instrument, with a retail value of \$1,995! An exhibitor-sponsored Design Charette with cash prizes also is being planned for those of you ready to take on the challenge of utilizing the products and services of participating companies in your solution.

Come and enjoy visiting with friends from around the state. Invite your co-workers, consultants, industry friends and clients, if for nothing else, just for the fun of it all! It's an excellent opportunity to renew acquaintances as you keep abreast of new technology, services and products necessary for successful projects.

Hospitality Suites & More

8:00 p.m. - ??? a.m.

After the Construction Industry Reception in the Trade Center, there are many other temptations available at the Holiday Inn Madison West and in the Madison area. Plan now to rendezvous with friends and colleagues from around Wisconsin for a night out in Mad City!

Above and beyond.

Professional Development Seminars

After lunch and a tour of displays of the latest building products and services in the Trade Center, prepare yourself for the future by selecting from three concurrent professional development seminars. These sessions will address future office design, the latest in CAD technology and the implementation of Total Quality Management practices in your firm.

• Office Design of the Future

Michael Brill

BOSTI

1:30 p.m. - 3:00 p.m.

Emerging trends, research and design guidelines for high-performance workplaces.

Keynoter Michael Brill will continue the dialogue on the future of design by focusing on the emerging trends, research and design guidelines for the places and spaces in which people work. In the future, the office environment will be considered a "tool" that management can use to increase organizational effectiveness.

As president of BOSTI, Brill has worked with a broad spectrum of future-oriented clients to develop innovative ways to improve the effectiveness of workspaces and to utilize new technologies for non-conventional office environments. These new office design concepts include "hotelling," "just-in-time offices," and "drop-in centers." BOSTI was engaged by one large corporation to design and test the effects of a truly high-performance "office-of-the-future" ...one in which beyond-state-of-the-art business electronics are fully integrated with workstation design and space planning to extend the limits of the conventional office.

• Future CAD Technology

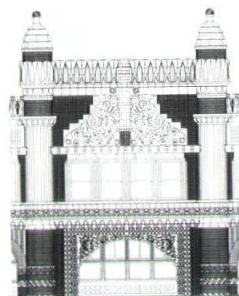
Oliver Witte

Architecture

1:30 p.m. - 3:00 p.m.

A sneak preview of CAD technology that is shaping the future of architecture.

Join Oliver Witte, manager of *Architecture* magazine's innovative computer-aided architecture evaluation program, for a sneak preview of emerging CAD technology that will shape the future of architecture. Witte has enlisted a number of WSA members, in places like La Crosse, Sheboygan, Beaver Dam, Madison and Milwaukee, to be part of the magazine's evaluation program; and these Wisconsin architects already are testing out this state-of-the-art CAD software on real projects for real clients.



Rookery in Chicago
by Kalata Bartlomiej

This seminar is designed for novice as well as experienced CAD jockeys and will include demonstrations of the latest software programs available for both Macintosh and DOS computer systems. Join Witte for this fascinating look at the future of CAD technology and you may even walk away from the seminar with your own free cutting-edge software program, like CADVANCE for Windows by ISICAD, Inc., and *Squiggle* by The Premisys Corporation.

• Total Quality Management for the 90's & Beyond

Steven P. Morstad

Morstad Management Group

1:30 p.m. - 4:30 p.m.

TQM - more than just a buzzword.

Today, it seems more and more architectural, engineering and construction firms are adopting TQM techniques to remain competitive in the 1990s and beyond. Total Quality Management - or TQM - is a management style that promotes communication, worker participation and statistical analysis to improve production.

TQM can be defined as a way of doing business that involves continuous improvement in all processes and systems in order to meet or exceed customer expectations. TQM programs share certain attributes such as customer-driven quality, strong leadership, continuous improvement, action based on facts and analysis, and employee participation.

Seminar leader Steven Morstad, co-founder and CEO of the Morstad Management Group, will guide participants through an innovative learning process that will introduce basic TQM concepts and address implementation issues and questions specific to design and construction firms in Wisconsin. Morstad has led and facilitated TQM, Quality Improvement (QI), strategic management and other cross-functional design, training and planning projects for numerous private companies and public agencies.

This special three-hour seminar will review and discuss real-life TQM experiences and case histories

of design and construction firms. A panel of Wisconsin practitioners, representing small as well as larger firms, will share their TQM experiences.

The Wisconsin Chapter of the Society for Marketing Professional Services (SMPS) is sponsoring this featured professional development seminar designed to assist firms of all sizes to better understand the potential of TQM. It will address how to begin implementing such a total quality approach in your firm...and how to refine existing systems. It will introduce basic TQM concepts, methods and tools that can lead to greater customer satisfaction, higher professional performance and enhanced profitability. You won't want to miss this expanded interactive seminar session designed to help you and your firm go **Above and beyond** today's practice standards to meet the challenges and opportunities of the future.

Special Events

3:00 p.m. - 4:30 p.m.

Continue your WSA Convention experience by participating in one of the following special event programs. The SMPS-sponsored TQM seminar also will be running until 4:30 p.m.

• Building Tour

Grainger Hall

UW-Madison School of Business



Anthony Suminski

Here's your chance to get a behind-the-scenes guided tour of the new University of Wisconsin-Madison School of Business building, Grainger Hall, before it opens for business next fall. A star-studded cast of tour guides has been assembled to answer your questions about this new addition to the Madison skyline, including Dave Stroik, AIA, the Zimmerman Design Group; Dave Beck-Engel, J.H. Findorff & Son; Fritz Wegener, Division of Facilities Development, Wisconsin Department of Administration; Bill Strang, UW-Madison School of Business; and Chris Gluesing, UW-Madison Department of Planning and Construction.

Above and beyond.

The architect for this project is the Zimmerman Design Group of Milwaukee in association with The Architects Collaborative of Cambridge, Massachusetts.

Bus transportation between the Holiday Inn and Grainger Hall will be provided. The bus will depart from the Holiday Inn at 3:00 p.m., returning after the tour around 4:30 p.m.

• *Cleaning New Masonry Workshop*

Have you ever specified white brick and had them turn yellow...or specified dark brick and then seen a black stain in the joint? Has an owner ever complained about white powder on their brick...or about gold or brown stains in new limestone? Did a concrete truck or welder ever splatter a new masonry wall? Do you want to know how new federal regulations will affect masonry cleaning in the years ahead?

If you answered "yes" to any of these questions, then this program on removal of excess mortar and job stains is for you. It is sponsored by the Brick Distributors of Wisconsin and will feature James J. Lucas with J.N. Lucas & Associates, Inc., of Hammond, Indiana.

• *WSA Committee Roundtables*

This special event is designed to encourage your input and feedback on a variety of WSA programs and services. If you have any questions, comments or suggestions about government affairs issues, public awareness efforts, AIA documents, the Qualification Based Selection (QBS) program for public owners, environmental education initiatives and/or *Wisconsin Architect* magazine, then schedule some time to participate in these informal small-group roundtable discussions.

WSA Committee members will help get the discussion rolling at these concurrent roundtables, but the agenda is up to you. The program will include two 45-minute sessions, so you'll have the opportunity to participate in a couple of roundtables of your choice. Help the WSA go **Above and beyond** in meeting your membership expectations by pulling up a chair and joining in the discussion at these WSA Committee roundtables.

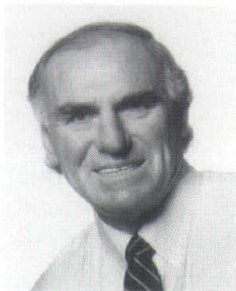
WSA Honor Awards Lecture

Design Excellence

Gerald Horn, FAIA

Holabird & Root

4:45 p.m. - 6:15 p.m.



Gerald Horn, FAIA

Achieving excellence in design by building successful client-architect relationships.

The 1993 WSA Convention program concludes with a presentation by award-winning architect Gerald Horn, FAIA, a partner with Holabird & Root in Chicago. This WSA Honor Awards Lecture will also kick off the evening's gala events celebrating design excellence and award-winning Wisconsin architecture.

Through a presentation of his work, Gerald Horn will provide unique insights into achieving excellence in design, participating in design awards programs and building successful client-architect relationships. As the partner responsible for establishing the design character of the firm, he has designed a variety of building types with a concentration on office buildings, research and development buildings, data processing facilities, telecommunications and college/university buildings. His specialty is working with clients on projects with complex programmatic and contextual requirements.



Chicago Historical Society

Gerald Horn's work has been widely published and exhibited; and he has received numerous honors and awards. He has chaired the national AIA Honor Award program and served on numerous AIA Chapter design award juries. Examples of his award-winning architecture include the Holabird & Root office, Digital Computer Laboratory at the University of Illinois, Federal Reserve Bank of Chicago, Chicago Historical Society, Kersten Physics Teaching Center at The University of Chicago and American Bar Center/Northwestern University Law School Addition. Horn also led the design team for the new UW-Milwaukee School of Architecture & Urban Planning building, a project done in association with Eppstein Keller Uhen, Inc., of Milwaukee.

1993 WSA Design Awards Gala

WSA Honor Awards Reception & Banquet

6:30 p.m. - 9:00 p.m.

The 1993 WSA Honor Awards Reception & Banquet will recognize the architects, owners and contractors responsible for this year's award-winning Wisconsin projects. The evening's celebration of excellence in architectural design begins with a cocktail reception in the hotel atrium. This special event is sponsored by Klipstein Insurance Services, Inc., the insurance professionals for architectural and engineering firms and Wisconsin's exclusive carrier of Design Professional Insurance Company (DPIC).

Immediately following the reception, the WSA Design Awards Committee will host the Honor Awards Banquet. This gala affair will feature the presentation of WSA Honor Awards and Merit Awards to the owners, architects and contractors responsible for projects selected to receive recognition for design excellence as part of the 1993 WSA Design Awards program. Susan Maxman, FAIA, President of The American Institute of Architects, will be the featured speaker at the banquet.

There is a separate registration fee for this special event. Please refer to the Registration Form for details.

Above and beyond.

WSA Convention Sponsors

The 1993 WSA Convention is being brought to you with the help and support of our exhibitors and several special sponsors. Their generous support has enabled the WSA Convention Committee to offer truly outstanding programs and events that otherwise would not have been possible.

Klipstein Insurance Services, Inc.

The WSA Design Awards Committee is pleased to again recognize Klipstein Insurance Services, Inc., for its support of the WSA Honor Awards Reception. Klipstein has been helping architectural and engineering firms for years with their specialized professional insurance and risk management needs.

Oscar J. Boldt Construction Company

The opening keynote address by Mike Fitzgerald is made possible because of the underwriting support received from Oscar J. Boldt Construction Company, Wisconsin's largest general construction and construction management firm with offices in Appleton, Milwaukee and Wausau.

Society for Marketing Professional Services

The WSA Convention Committee is pleased to recognize SMPS, Wisconsin Chapter for its sponsorship of the featured Total Quality Management seminar by Steven Morstad.

Wisconsin Concrete Masonry Association

The Wisconsin Concrete Masonry Association will host a complimentary breakfast to recognize and showcase the winners of its annual "Excellence in Masonry Awards" program. In addition, the WCMA will be offering a chance to win a trip for two to Mexico to study masonry of old.

S&S Sales and Citadel

S&S Sales Corporation and Citadel Architectural Products are hosting a complimentary breakfast that will feature a special video presentation on The American Institute of Architects "Accent on Architecture" awards program.

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1993 WSA Exhibitors

The annual WSA Convention would not be possible without the strong and consistent support of the companies exhibiting in our Building Products Exposition. The 1993 WSA Convention will include one of Wisconsin's largest expositions of design and construction industry products and services.

The 1993 WSA Building Products Exposition will be held in the attractive Trade Center at the Holiday Inn Madison West. The Trade Center will be open to the public from 3:30 - 8:00 p.m. for the annual Construction Industry Reception on Tuesday, May 25, and from 11:00 a.m. - 1:30 p.m. on Wednesday, May 26. Registration is FREE for these special events in the Trade Center.

Find the answers to all of your questions on new products and services from the following companies that will be exhibiting in the Trade Center:

AACOA	Kinetics Inc.
Acoustical Floors of Wisconsin	Kool View
A/E Graphics Inc.	LaFarge Corporation
A+J Specialty Services, Inc.	La Force Hardware & Mfg. Co.
American Olean	Lumber Dealers Service & Supply
Andersen Windows Inc.	Marvin Windows
Associated Builders & Contractors, Inc.	Master Blue Print Inc.
Baraboo Tent & Awning Inc.	Mautz Paint Co.
Bend Industries, Inc.	Mid Continent Cabinetry
Best Block Company	Miron Construction Co., Inc.
Blue Prints Inc.	Molin Concrete Products Co.
Brick Distributors of Wisconsin	Monarch Tile
Brunsell Lumber & Millwork	Northwestern Elevator Co., Inc.
Builders World, Inc.	Otis Elevator Company
CertainTeed Corp.	Parkwood Chicago, Inc.
Champion Brick Co.	J. W. Peters & Sons, Inc.
Childcrest Tile & Marble	PFS and TECO
Cold Spring Granite Company	ProStar, Inc.
Consolidated Inc.	R.M. Inc. Contract
J. F. Cook Co., Inc.	The Radford Company
Cornell Corporation	Roddisraft
Cornell Iron Works, Inc.	S&S Sales Corp.
Custom Building Products	STS Consultants, Ltd.
DeSCO Windows	Schindler Elevator Corporation
Domtar Decorative Panels	Schlage/LCN
Fabcon, Incorporated	Spancrete Industries, Inc./
Formica Corporation	Waukesha Block
GAF Building Materials Corp.	Stickler & Associates, Inc.
Gagnon Clay Products Co.	Sullivan Brothers
Georgia-Pacific Corp.	Techline Madison
Giles Engineering Associates, Inc.	Thermal Design, Inc.
The H Window Company	Thoro Systems Products
Hallmark Building Supplies, Inc.	Trenwyth Industries, Inc.
Halquist Stone Co., Inc.	Vande Hey-Raleigh
The Hartland Corporation	Architectural Roof Tile
Heatlink Floor Heat	Ver Halen Inc.
Huntingdon-Twin City Testing	W. E. Neal Slate Co.
Hunzinger Construction	Weather Shield Windows & Doors
Hurd Millwork Co. Inc.	Weyerhaeuser Architectural Doors
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International Masonry Institute - Great Lakes Region	Windows & Doors Inc.
Interpane Coatings, Inc.	Wisconsin Bell, Inc.
JWC Building Specialties Inc.	Wisconsin Blue Flame Council
Jaekle Wholesale, Inc.	Wisconsin Brick & Block
	Wisconsin Pipe Trades
	Wood-Lam Inc.

Convention Registration

Please use the accompanying Registration Form to register for all of the exceptional programs and events scheduled for the 1993 WSA Convention ...**Above and beyond.** Complete and return the Registration Form with your payment to the WSA office by May 10 to benefit from an early registration discount. Stop at the WSA Registration Desk in the lobby of the Trade Center at the Holiday Inn Madison West to pick up your name badge and other Convention materials or to register on-site.

Convention Hotel

The Holiday Inn Madison West in Middleton is the official hotel for 1993 WSA Convention. It is easily accessible from the West Beltline Freeway (Hwy. 12 & 14). Take the Greenway Blvd. exit (#252) off the Beltline and you can't miss it.

A block of rooms has been reserved at the Holiday Inn for WSA Convention participants...at very attractive rates. Single occupancy is \$69 per night and double is \$77 per night. You can't afford to pass up a deal like this! Reservations should be made directly with the Holiday Inn by returning the WSA Convention reservation envelope or by calling (608) 831-2000. Tell them you are with the Wisconsin Society of Architects Convention.

WSA Convention Committee

Above and beyond is made possible because of the efforts, dedication, creativity and energy of the members of the 1993 WSA Convention Committee:

Russell LaFrombois, AIA, Chair	Michael Gordon, AIA
Tacitus Bond, AIA	Bruce McCain
Kathy Bond	Gretchen Pfaeherl
Laura Davis	Mark Rapant, AIA
A. James Gersich, AIA	Kerry VonDross

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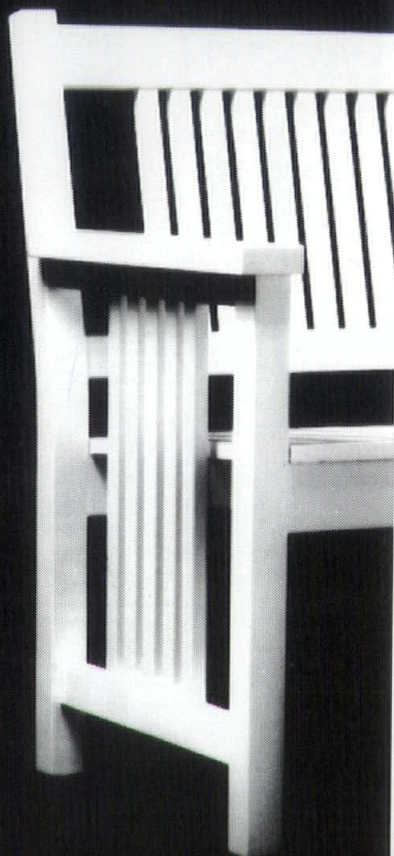
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Questions?

For additional information on the 1993 WSA Convention, please call or write:

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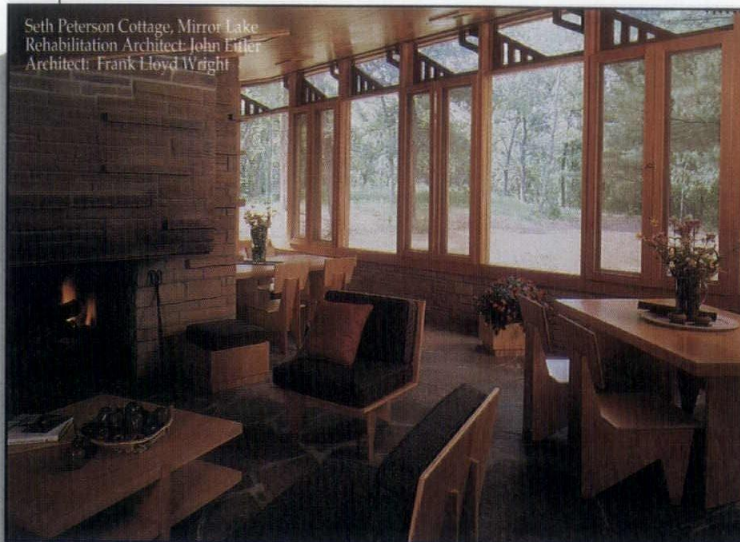


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Architect: Frank Lloyd Wright

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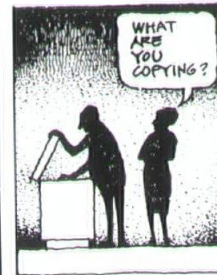
Wisconsin Ready Mixed Concrete Association
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1-800-242-6298

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—by Roger R. Lewis, F.AIA

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Project

**State of Wisconsin Administrative
Office Building**

Location

Madison, Wisconsin

Architect

Potter Lawson Architects

General Contractor

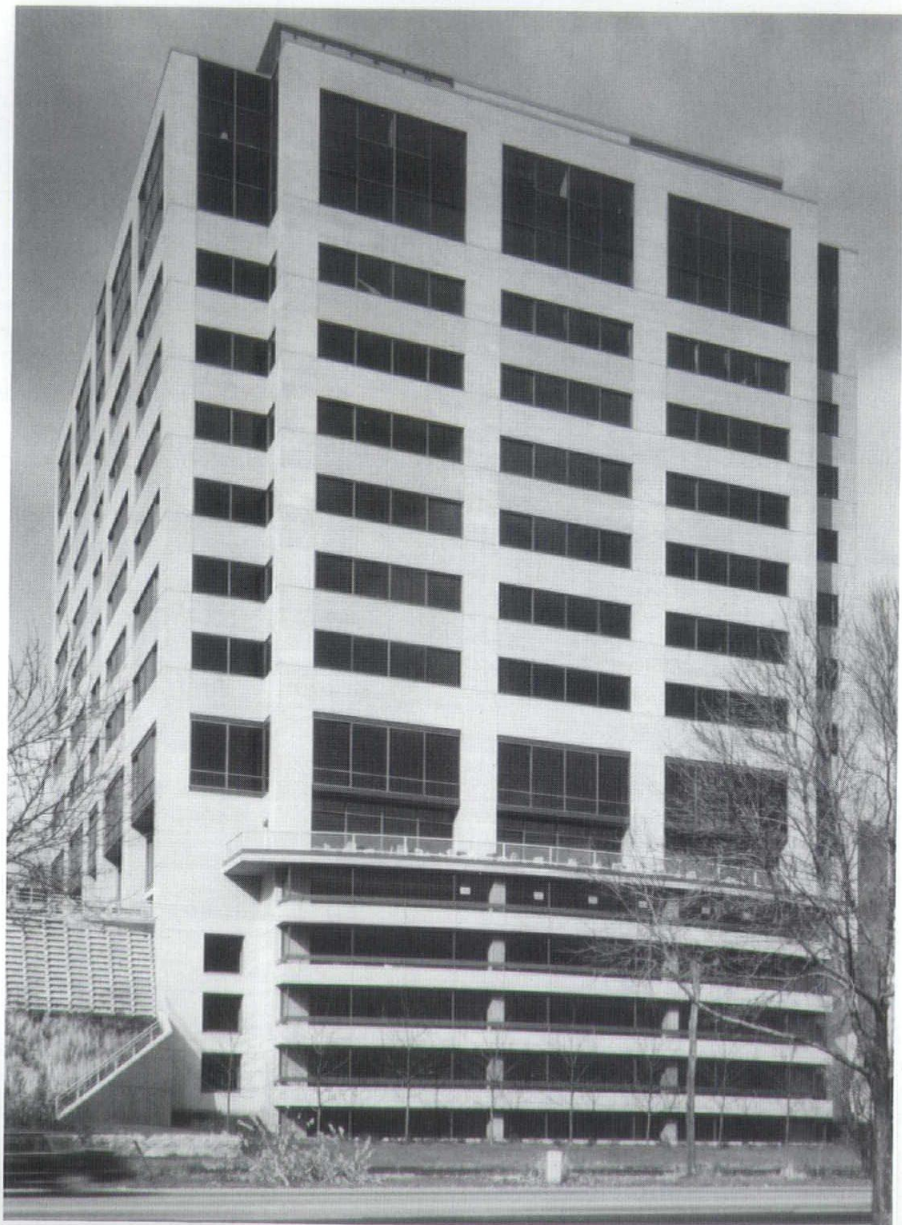
J. H. Findorff & Son, Inc.

The new office building for the State of Wisconsin is located between Wilson Street and John Nolen Drive, and is a predominate feature on the downtown cityscape. The exterior of this 10-story building is mainly brick with a vertical banding of windows on each floor to capture the views of downtown Madison and the lakes below.

The parking ramp was designed to further emphasize the building base and to relate the building to the escarpment along John Nolen Drive. The entrance to the parking ramp from Pinckney Street was carefully coordinated with plans for the proposed Convention Center.

The design concept for the interior of the building combines three sequences to create a division of spaces. The sequences include formal to informal, repetition of curved forms and variation of volumes.

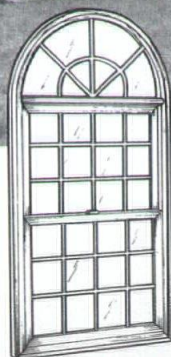
The lobby has a feeling of formality, a place of distinction. This is achieved through the use of traditional materials including subtle carpet tiles, slate flooring and dark oak paneling. As you progress through the building, the feeling gradually becomes more informal through the use of curved walls and variations of volumes. The formal to informal feeling is further emphasized in the carpet pattern. Beginning in the lobby, carpet tiles are formal and progress to the cafeteria where colorful splashes of carpet tile are used in traffic areas.



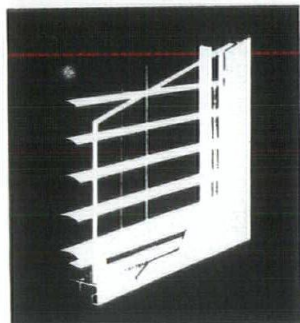
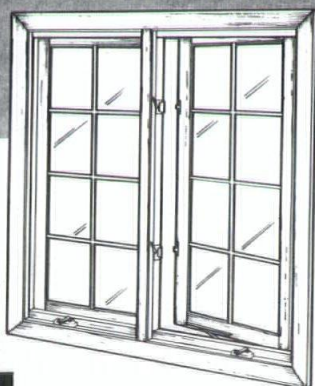
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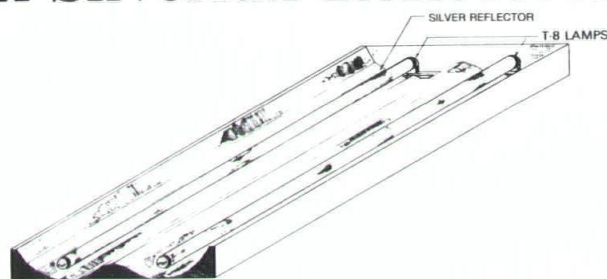


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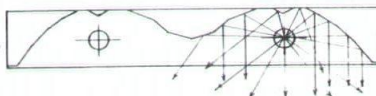
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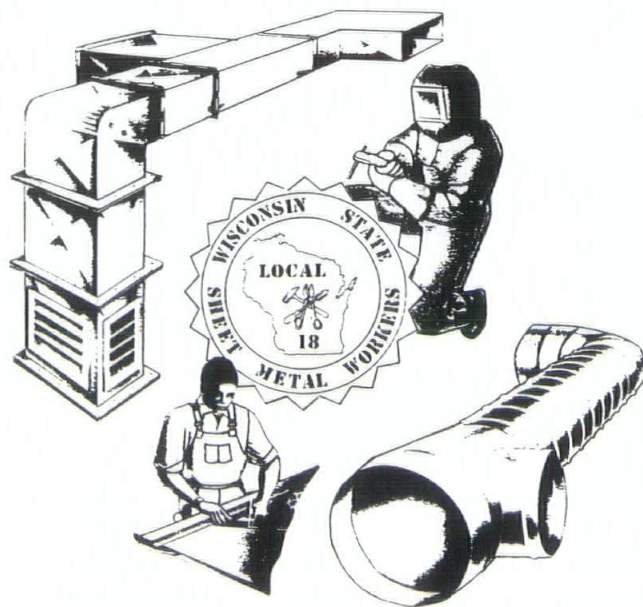
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<i>Project</i>	Strand Associates Engineering Offices
<i>Location</i>	Madison, Wisconsin
<i>Architect</i>	Potter Lawson Architects
<i>General Contractor</i>	Renschler Builders



The existing Strand Associates building was an L-shaped structure of traditional design on an irregular site. The design challenge was to create the maximum amount of office space on the site and at the same time change the character of the building to that of a modern engineering consulting firm. The owner acquired land across Wingra Creek to provide the necessary parking thus freeing up more land for the addition. Working with the City of Madison, approval was granted for creating a footbridge over the creek to allow access from the parking to the office building.

The building additions took form from the angular shape of the property. This strong geometric design concept is expressed on the inside of the building as well as on the exterior. The new entry angles toward the footbridge, and its green metal roof is perforated in a grid pattern to cast strong shadows on the facade.

The existing red brick on the building exterior was enhanced by the addition of a white base of split face block and limestone accents at window heads and connecting window units. Traditional gridded windows took new form and new color to reinterpret a Georgian facade.

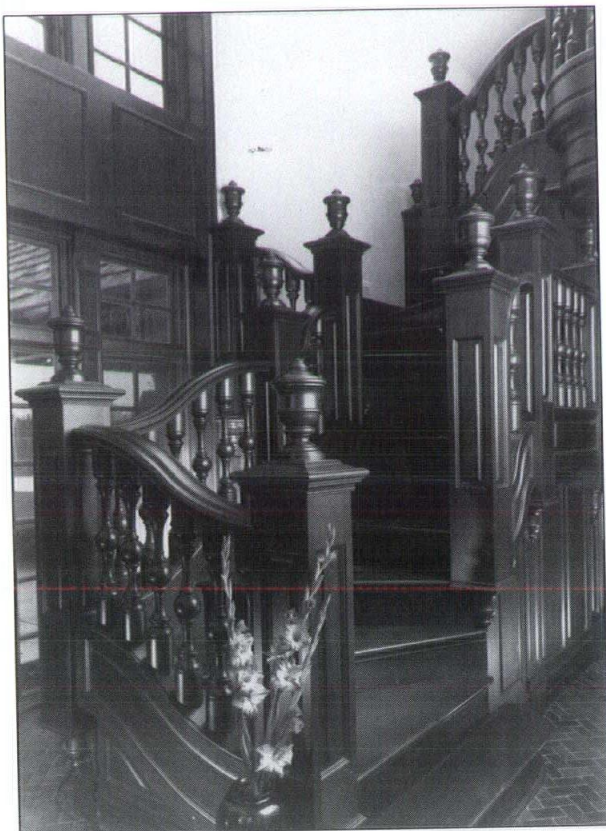
A new reception area, centrally located, features a skylight and a reception desk which takes its form from the entry columns and trusses. The colorful interior palate of teal, red and blue playing against the warmth of



natural maple and walnut make the expanded and remodeled facility a pleasant office environment.

Photography: James T. Potter, AIA

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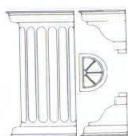


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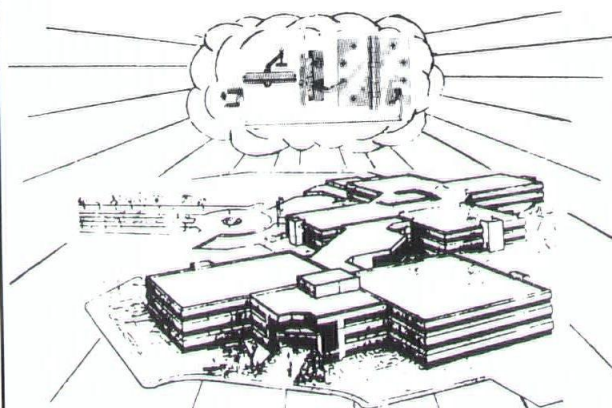


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Project

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Location

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Architect

the Zimmerman Design Group

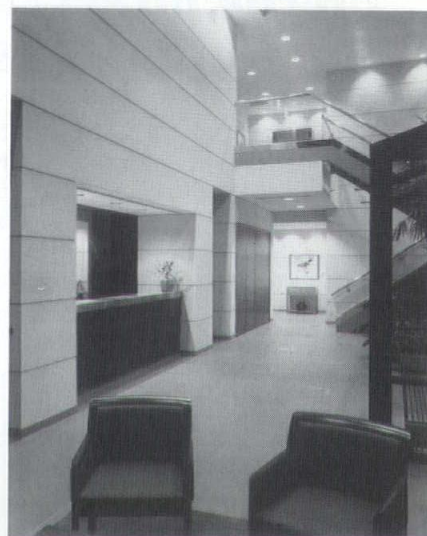
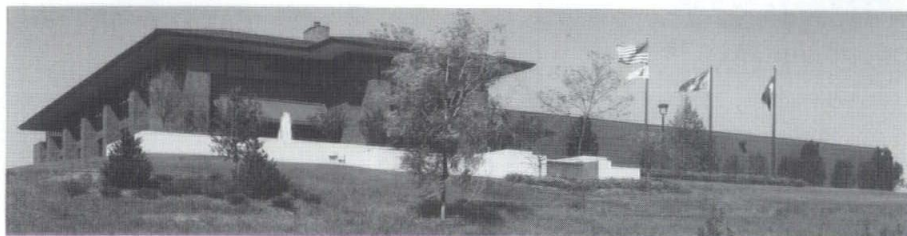
General Contractor

J. P. Jansen Company, Inc.

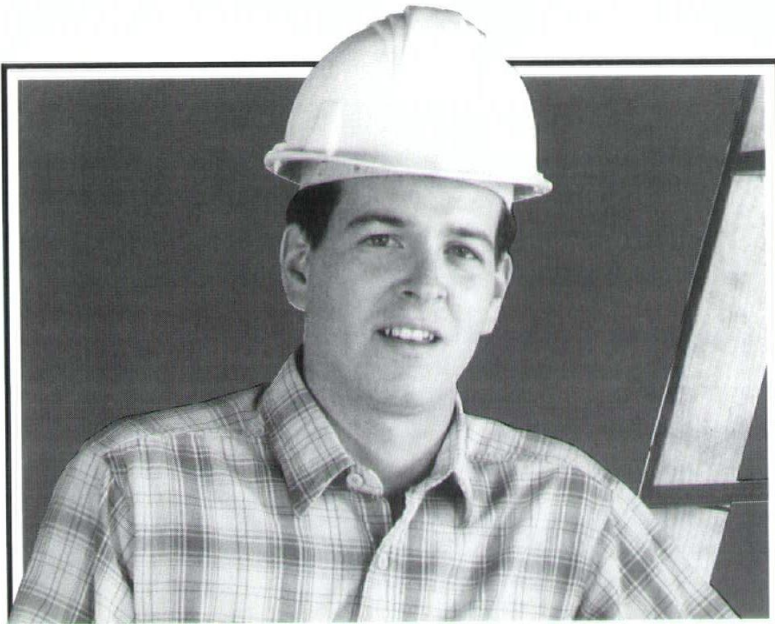
This project represents a successful marriage of elite office space adjacent to manufacturing space. The latter is a low key wing placed toward the back of the site and clad in precast concrete panels used horizontally to blend in with the prairie style of the two-story office space.

Although the office space is only half as large as the manufacturing space, its entrance design dominates the buildings. Generous roof overhangs protect the large expanses of glass windows which reflect the constantly changing scene outdoors—clouds and landscaping. Combined pools, fountain and planters add a playful focal point from inside and out and are seen from unexpected angles and places.

*Photography: Howard Kaplan
HNK Architectural Photography*



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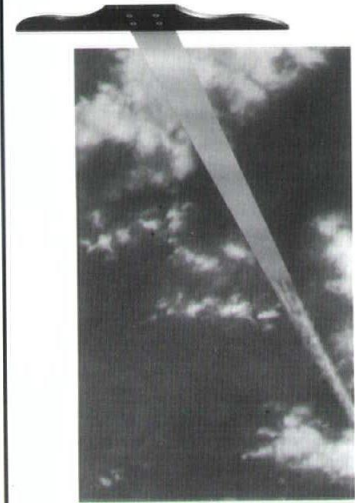
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Project

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Architect

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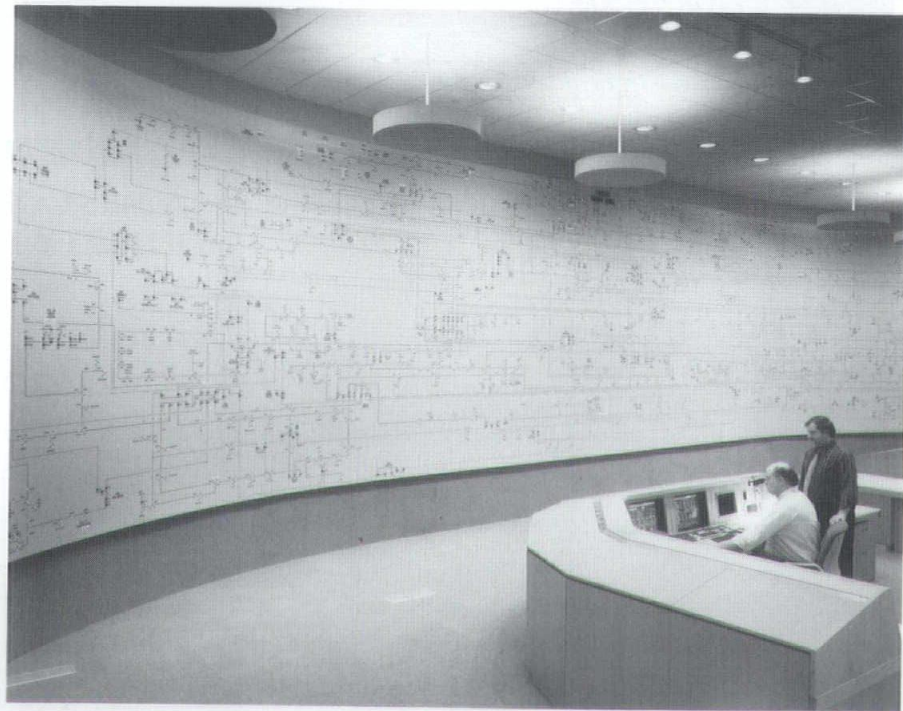
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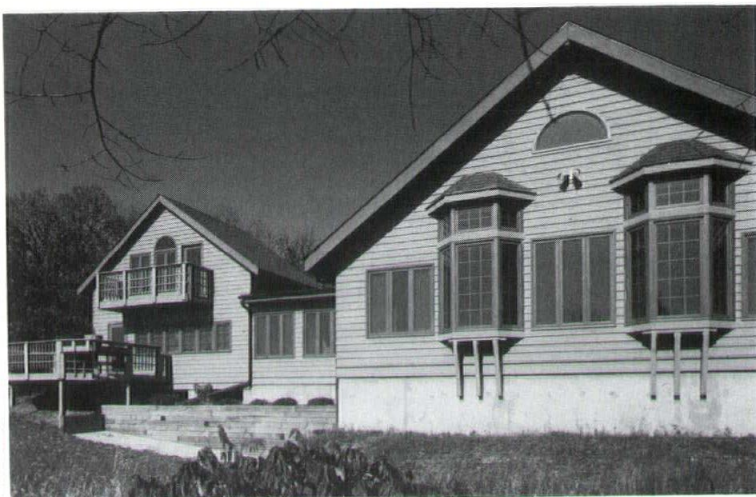
A new Systems Operation Center consolidates approximately 250 employees in this headquarters facility of regional power cooperatives. The four components in this facility include power distribution center, engineering, offices and administration. These areas are organized around an elongated circulation spine for maximum efficiency, generous waterfront vistas and employee interaction.

State-of-the-art technology is evident in the electronics and computer laboratories, Building Automation System (BAS), Uninterruptible Power Supply (UPS), and extensive security systems. Additional areas include an employee credit union, cafeteria, Cooperatives Board Room, plus internal garage. Employee parking on each end of the building allows for easy access, ample green spaces and visitor parking at the entrance.

The building's scenic site along the waters of the Mississippi River is also across from Dairyland's service center, thus centralizing operations.

Photographs supplied by owner.





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Economic Loss Doctrine

Unfortunately, what may seem to be a job well done to many architects and engineers may later be viewed as unsatisfactory by the recipient of those services. Often, a claim will be made against an architect or engineer for "malpractice" even though a binding contract exists between that designer and the owner. Wisconsin law, however, tends to hold parties to the terms of their contract and may disallow additional recovery for negligence.

The economic loss doctrine can prevent recovery for certain negligence claims brought against architects and engineers. Such service providers should be aware of the economic loss doctrine and its ramifications if a claim is made against them by their client. The economic loss doctrine can greatly diminish an architect's or engineer's liability for services because it prevents recovery for negligence for solely economic loss. This doctrine becomes particularly important when commercial litigation involves a contract between two sophisticated parties of equal bargaining power and strength. It is imperative that parties take the time to negotiate the terms of an agreement, because the economic loss doctrine, in later litigation, will generally hold them to the terms of their original agreement. Without a strong contract, parties may open themselves up to liability for tort-like remedies.

Counsel involved in litigation can use the economic loss doctrine to seek dismissal of a tort claim which prays for solely economic loss. "Economic loss" is typically defined as:

Damages for inadequate value, costs of repair and replacement of the defective product, or consequent loss of profits—without any claim of personal injury or damage to other property...as well as the diminution of

the product because it is inferior in quality and does not work for the general purposes for which it was manufactured and sold.

Although the economic loss doctrine originated with "product" cases, it may apply to claims for defective "services" or "architectural malpractice." In other words, damages for inadequate value, costs of repair, replacement, loss of profits and diminution in value are likely barred from recovery in tort under the economic loss doctrine regardless of whether the thing complained of is a good or a service.

The rationale behind the economic loss doctrine is that if manufacturers or service providers are to be liable for consequential damages such as lost profits, when no personal injury or damage to other property is involved, then commercial purchasers need to negotiate and contract for that additional security and will likely pay a higher price for the good or service. It would be unfair to spread that additional cost to all purchasers, when all purchasers do not need or are not willing to pay for the same guarantees. Likewise, it would be unfair to assess the additional risk against the provider without compensation. Thus, risk allocation continues as an important and well-respected concept in commercial transactions which involve service providers.

Recently, in *Wausau Paper Mills Co. v. Chas. T. Main, Inc.*, the court dismissed Wausau Paper's "architectural malpractice" claim against Main for "costs to repair or replace the improperly designed piping, pumps and equipment, engineering costs to evaluate the design and engineering deficiencies and recommend corrective action, down time costs and lost production, and internal administrative engineering costs...." Dismissal of this negligence claim was based upon the terms of the contract which left

Wausau with only the remedy of reperformance. The court used the economic loss doctrine to determine that recovery in tort was precluded for the damages sought by plaintiff. In other words, the court held the parties to the terms of their agreement and refused to extend the defendant's liability beyond the contract's terms for damages such as lost profits and lost production.

The rationale for disallowing the recovery of purely economic loss in tort is authoritatively explained by the United States Supreme Court in *East River S.S. Corp. v. Transamerica Duvall, Inc.* In this case, a unanimous Supreme Court ruled that a purchaser could not bring a cause of action in negligence for economic loss resulting from defective turbines installed in the purchaser's ship stating that "if [tort law] were allowed to progress too far, contract law would drown in a sea of tort."

The Court distinguished tort law and contract law, explaining that when only economic loss occurs, contract law and the law of warranty in particular is well suited to commercial controversies, not the law of tort.

In the wake of *East River*, courts around the country have dismissed negligence claims which seek solely economic loss regardless of whether the claim involves goods or services. Wisconsin courts and the Seventh Circuit have been on the forefront in applying the economic loss doctrine to dismiss claims which seek solely economic loss.

The Wisconsin Supreme Court in *Sunnyslope Grading, Inc., v. Miller, Bradford & Reeseberg, Inc.*, adopted the economic loss doctrine and addressed whether a commercial purchaser of construction equipment, which was covered by warranty, had a

cause of action against the manufacturer for negligence or strict liability to recover lost profits in the cost of repairing the equipment. The supreme court affirmed dismissal of a tort claim for damages to the product itself and economic losses flowing therefrom because a warranty existed.

Even more recently, in *Miller v. United States Steel Corp.*, buyers of fabricated steel panels brought suit to recover the cost of replacing the panels after they had corroded. The Seventh Circuit held that the buyers could not use tort law to recover the cost of replacing the defective products sold to them for use in their business. The court labeled the loss as "commercial loss" for which contract law is the appropriate tool. The *Miller* claim was then dismissed even though they did not have contractual remedies to rely upon.

The economic loss doctrine now appears to preclude causes of action in tort for solely economic loss even if the contract, or lack thereof, between the parties will not offer any relief for the claimed loss. Since *Miller*, parties must be careful when drafting remedies in a commercial contract or they may later be barred from what they think is adequate relief.

The trend continued as the Seventh Circuit in *Midwest Knitting Mills, Inc. v. United States*, affirmed a motion to dismiss and held that a tort claim could not lie where the only damage resulting between the two parties to a contract was for economic loss. Specifically, the court held "there is now substantial evidence that Wisconsin would decline in all circumstances to allow a negligence suit for the recovery of only economic damages, even when there is no contractual relationship between the parties."

Recently, however, in *Milwaukee Partners v. Collins Engineers, Inc.*, the court of appeals addressed a

professional malpractice suit which sought economic loss damages against an engineer for negligent investigation of a building in Milwaukee. Although the court held that a valid tort claim existed, it only addressed the economic loss doctrine in dicta. Moreover, in *Collins Engineers* there was no contractual relationship between the parties which adequately provided for an allocation of risk, limitation of consequential damages or even warranties. *Collins Engineers* also dealt with safety considerations which allegedly resulted from a design firm's inadequate investigation rather than only failed economic expectations. Clearly, tort law is designed to address safety concerns, whereas contract law addresses failed commercial expectations. *Collins Engineers* appears to backtrack from *Midwest Knitting* and *Miller*, muddying the waters with respect to the economic loss doctrine's application and does not address the doctrine's application when there exists a valid and enforceable, negotiated contract between two sophisticated commercial parties which provides for risk allocation and/or warranties.

One thing remains clear, however; service providers should protect themselves in their contract because the economic loss doctrine keeps parties to the terms of their contracts and the risk allocation therein. In litigation, a plaintiff may attempt to expand contract principles and redefine tort principles to recover more than that for which it contracted. The economic loss doctrine precludes such a mixing of tort and contract concepts. Economic expectancy claims are recoverable under warranty principles, not in tort. A plaintiff may attempt to recover an amount more than the contracted for remedy by framing its cause of action in tort. However, the economic loss doctrine may preclude such a claim, because it ignores the integral parts of the bargain between the parties: the contract's conditions and limitations.

When a plaintiff attempts to mask a contract claim in tort to avoid the contract's limitations, the economic loss doctrine comes to the forefront.

Counsel for architects or engineers should consider bringing a motion to dismiss tort claims which do not involve personal injury or damage to other property. In such a motion, evaluate the plaintiff's own pleadings. Often the plaintiff will seek to enforce certain warranty terms and rights within the contract, while ignoring the contract's limitations. In addition, the factual allegations in the complaint may reveal that the plaintiff's tort and warranty claims really are indistinguishable. Also, plaintiffs may make allegations which relate only to the product itself and not personal injury or damage to other products. Unless personal injury or damage to other property is involved, the economic loss doctrine will likely preclude recovery of solely economic loss in tort.

These concepts are important for engineers and architects who seek to allocate risk by contract and do not want to be later held to additional liability. The more preparation that goes into the beginning of a relationship, when a contract is being drafted and negotiated, the better off a party will be in later litigation. The economic loss doctrine loses worth without an artfully crafted contract. The economic loss doctrine seeks to hold commercial parties to the bargain they struck, lending credence to the old adage that "a deal is a deal." Be sure, as an architect or engineer, that you take the time to strike a good deal.

EDITOR: The author is an associate with O'Neil, Cannon & Hollman, S.C., who practices construction law and commercial litigation and successfully argued the application of the economic loss doctrine in the Chas. T. Main case referenced in this article.

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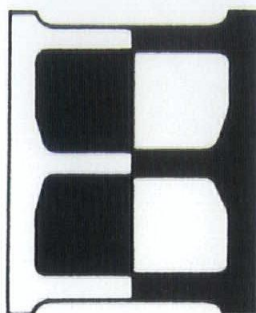
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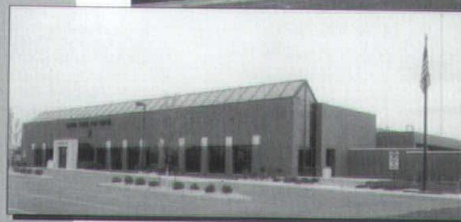
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To quote a recent editorial, "When the 80s began, the world's largest corporations, banks, stock market and investment banks were all American. As the 90s began, they're all Japanese. Forty years ago, American goods had a worldwide reputation for superior quality. Today, it is Japan that has the reputation for superior goods."

These tidings are just the most visible slacking of American excellence.

Our K-12 education may be obsolete; the public infrastructure of the U.S. is decaying; we have the highest crime rate in the industrialized world; 20% of our children are living in poverty; our environment is gasping. I could go on, but you and your associates know the realities. The point is that much needs to be done, not just by government, but by us all. The attention, the action, the opportunities for positive change, renewal and revival of our country are at the local level in the communities throughout the U.S.

In this age of chaotic change, with decline and growth, negatives and positives surrounding us, we have a unique opportunity and responsibility to provide visionary leadership,

action and follow through in the renewal of America. That is the challenge in the 90s is we expect to maintain, much less improve, our standard of living and quality of life in the U.S.

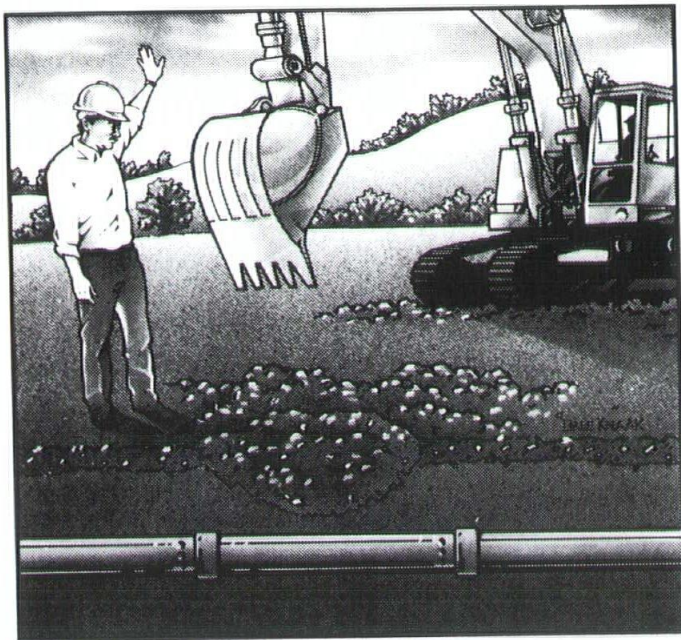
These times are abundant with new opportunities for personal involvement, professional achievement, family and community renewal. Clear thinking, wise and compassionate people will make the difference and will lead their communities and this country to a new era and the 21st Century.

This is an exciting age where everybody matters. Communities will be redesigned for more environmentally balanced living; schools will be redesigned for community learning centers; offices will be redesigned for maximum interaction and communication among owners, managers and employees; homes, apartments and neighborhoods will be redesigned to be ecologically balanced, energy efficient, maximize interaction among residents and be affordable, inspiring spaces that cause the human spirit to flower and that will endure into the 21st Century.

This is not an age of decline. It is an age of dramatic change full of opportunities, if we are wise and courageous enough to take private initiatives and form public policies based on the new realities that confront us. We are now challenged to invent our future.

EDITOR: The author is a strategic planner and private consultant from Issaquah, Washington. He will present the opening keynote address at the 1993 WSA Convention on May 25 at the Holiday Inn Madison West.

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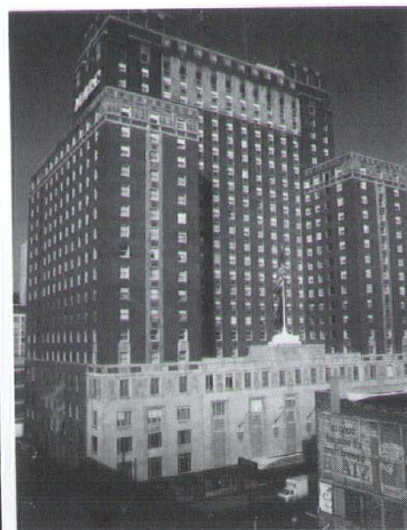
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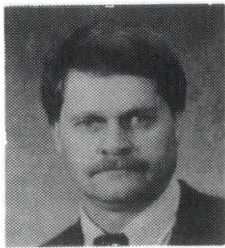
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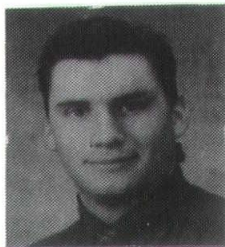
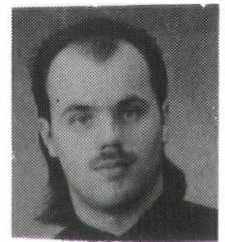
GUY L. McCUTCHEON I have a diploma in Small Business. I saw an opportunity to go back to college and enrolled in the Architectural Commercial Design program at WITC. While a student, I took extra courses including AutoCAD, P.C. Trouble Shooting, Fundamentals of Supervision, Business Law and Commercial and Residential Lighting Design at UW-Stout. I am a member of the student organizations WSA/AIA and NAHB. In the summer I have volunteered to coach softball and soccer through the city program. My future goal is to obtain permanent, full-time employment in a stable community.

KRISTI STENDALL After completing two years of college, I entered WITC. I have maintained a 3.8 GPA while being an active member of WSA and serving as vice president as well as president of NAHB. Being employed at Spangler Architects in Rice Lake, I gained experience in architectural drafting, office practices and work procedures. Bank employment for five years allowed me to handle a wide variety of office responsibilities and learn to interact with many different people on a professional level. I feel that my background experience, combined with my ambition and responsible business attitude, will make me a valuable employee.



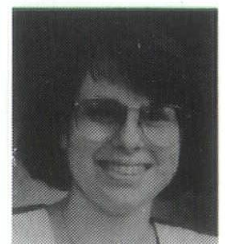
JAMES FROILAND I'm seeking employment that is both challenging and rewarding. I have developed good communication skills while working as the assistant manager of a condominium project in California. After working two years for a roofing contractor, I decided to pursue a career in architecture. I have thoroughly enjoyed my training at WITC, achieving a 3.48 GPA. I am an active member in WSA/AIA. Hand drafting, HVAC, topography, and CAD were among the courses that interested me the most. I am willing to relocate as I venture into my career in architecture. I feel I would be an asset to any firm.

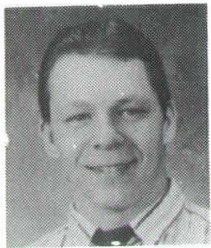
BENJAMIN M. MADSON As I was growing up with family and friends who were contractors, I was around building sites alot. I really enjoyed working on the houses and being able to see the finished product. Through high school I took as many drafting classes as I could, and now, as an Architectural Commercial Design student at WITC, I have become a WSA member and greatly expanded my knowledge and talents. With my hand drafting and AutoCAD skills, I feel I would be an asset to your company.



DARREN T. DURAND Architecture and commercial construction fascinated me at an early age because my father and elder brother are in the construction field. Their style and method of design in construction prompted me to go into the study of architecture at WITC. While attending WITC, I have been a member of WSA/AIA and have participated in many extra curricular activities. Working on hand drafting, CAD drafting, and construction work during the summers with my father, and as an energy auditor for the Wisconsin Gas Company has given me the knowledge of working with others as a team.

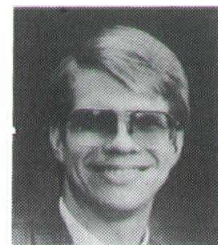
LINDA CASPER Upon completion of the Architectural Commercial Design program at WITC in Rice Lake, my goal is to obtain employment in Wisconsin in the architectural field. I am especially interested in areas of topographical science, HVAC, and plumbing and electrical plans. Having grown up working with my father for seven years in construction, I am familiar with typical construction practices. I am a hard worker, a good hand drafts person, make good use of common sense when tackling situations, and work well with a group as well as independently. I believe I will be an asset to any office.





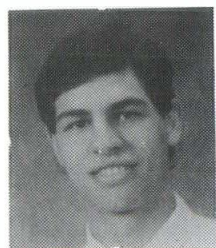
ANDREW ACKERSON The best knowledge for one person is experience and hands-on training. After receiving two years of classroom training, I would like to put my creativity to work. I gained experience in hand drafting and had extensive CAD training on AutoCAD Version 11-ASG. Working several summers with an electrician, I really learned common construction products and practices. I believe my hard work and creativity would make me a beneficial employee.

TRAVIS PETERSON Upon graduating from the Architectural Commercial Design program, I look forward to starting a career in the architectural field. I have a strong interest in art that lead me to this field. Being a hard worker and trying to improve my business etiquette, I enrolled in a Professional Profile course. I have been a member of WSA/AIA and NAHB for the past two years and in Student Senate this year. I am looking forward to applying my new skills in the commercial and residential areas.



BONNIE HOST I am a non-traditional student and returning to school has helped me grow both intellectually and socially. The architectural field has been a 180° change from my former experiences of office and banking. In the 3 years at WITC I have maintained a scholastic average of 3.0. I am active in WSA/AIA and NAHB, serving as treasurer for both clubs. Extra courses I have taken at WITC have been Accounting Principles, Word Perfect, spreadsheets, DBase, Manufacturing Processes, Descriptive Geometry, Technical Science and Mechanical Drafting.

JULIE MONTAG Pursuing a career in architecture has been a goal of mine since my sophomore year in high school. Upon the completion of my two year degree from WITC, I feel I will have gained the knowledge and skills essential for becoming a successful architectural drafter and team player. I also look forward to the challenge, hard work, and sense of accomplishment that architectural design can bring. With this, I feel I would be a benefit to any company and am anxious to have my goal realized.

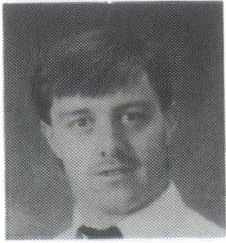


ROD SMITH I became interested in the architectural field while enrolled in high school drafting courses. Last summer I worked for a residential contractor to get hands-on experience building houses. I have been a member of WSA for two years. While attending WITC, I have become interested in CAD operation. Upon graduation, I would like to begin working in a fairly small firm as a drafter/CAD operator. I am a hard worker and believe I would be a valuable asset to any company.

REBECCA M. McCUTCHEON The Architectural Commercial Design program is a challenge I enjoyed. Other courses I took to broaden my education were Business Law, P.C. Trouble Shooting, Principles of Insurance, Fundamentals of Supervision, AutoCAD, and Commercial and Residential Lighting Design at UW-Stout. While attending WITC I was involved in the student organizations WSA/AIA and NAHB. I have been active in my community as a coach for the local soccer association, as a 4-H volunteer, and as a Sunday School teacher at my church.

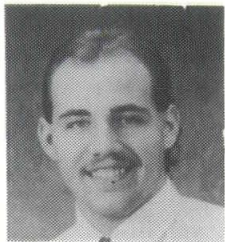
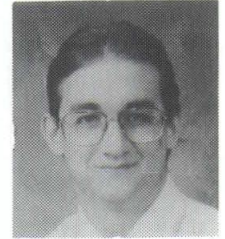


DONNA RUKAVENA Confident in the education I am receiving at WITC, I look forward to using my skills on a daily basis. My problem solving ability and efficiency enable me to work individually as well as within a group. I excel in math and communications. My primary interest lies in residential design, estimating, and topography. In addition to the curriculum at WITC, I participate in the student chapters of WSA and NAHB. I hold the position of secretary for both organizations. Upon graduating, I would like to secure employment in Southern Wisconsin.



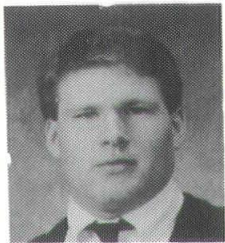
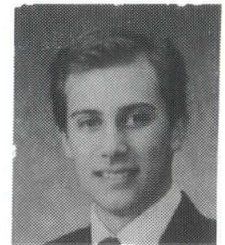
KEVIN LISOWSKI During my two years at WITC, I have maintained a 3.8 GPA. I am currently president of the student chapter of WSA/AIA and have served on the college's Architectural Advisory Committee. My greatest personal attributes are having a strong sense of responsibility, being very efficient and self motivated. I have a wide variety of educational background in residential and commercial construction, as well as some on-the-job experience that rounds out my education. I believe these qualities could be an asset to any company.

BRODY PIOTROWSKI I am looking forward to working in the architectural profession as a hand or CAD drafter. I have been an active member of WSA/AIA for two years. I am also a representative in the WITC Student Senate and on the Architectural Commercial Design Advisory committee. Throughout my two years of study, I have maintained a 4.0 cumulative GPA. With my CAD and hand drafting skills and my ability to learn new ideas quickly, I believe that I would be an asset to any firm.



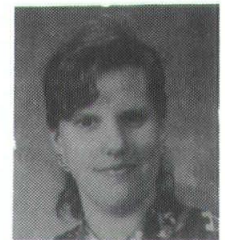
JAMES CARSON Working in the construction field, I spent four of my summers building Lindal Cedar Homes. This experience is what attracted me to the architectural program at WITC. While attending WITC, I have maintained a 3.2 cumulative GPA. I feel I am an efficient and accurate draftsman and CAD operator. I have served as WSA vice president for two years. I had the opportunity this past summer to work for the Wisconsin Gas company as an energy auditor. I feel my past job experiences and training would greatly assist your company.

RICHARD WIIK Upon graduation from the Architectural Commercial Design program, I look forward to the beginning of a challenging career in the construction and design industry. My best subjects include estimating, communications, and especially CAD, which I am eager to use and become more proficient in. Work experiences have taught me teamwork and responsibility over the past five years. I work very well under pressure and feel that I could be a valuable asset to your company if given the opportunity.



JAYSON J. REVOIR As I was growing up I was always interested in building design, which lead me to enroll in the architectural program at WITC. I was trained in AutoCAD V.10 (AEC) during my senior year at Chippewa Falls high school, and I have learned how to operate AutoCAD V.11 and ASG at WITC. I am excited about becoming an architectural CAD drafter. Plumbing and HVAC design are areas in which I hope to excel. I'm a person who works well under the pressure of a deadline.

TISCHA M. LUDZACK Always being interested in how things went together, I took Industrial Arts in high school. After serving two years as a medic in the Army, I married and moved to Wisconsin. While at WITC, I was a member of WSA/AIA and a Student Senate representative. I was employed as an energy auditor for Wisconsin Gas Company during the summer. My interest still grows and I am eager to learn more. Now that I have a family, I am looking for stability and am ready to settle down in a good community.



TERESA ROOP I have searched for many years as to what I wanted to do for the rest of my life. After taking one year of accounting at WITC, I decided that was not for me and entered the Architectural Commercial Design program. WITC has taught me the basic skills I need to become a beginning drafter, but I have a thirst to know more, whether on the job or in the classroom. I am very eager to learn. My goal is to be a technical hand drafter and/or CAD operator in all stages of layout and drawing.

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Architectural Commercial Design graduates are working for many types of companies including: Architectural, Engineering, Surveying, Construction, Interior Design, Material Suppliers, and Manufacturers. They are working as CAD operators, drafters, estimators, construction managers, surveyors, sales people, and many other related jobs.

Emphasizing commercial construction, Architectural Commercial Design is a two year Associate Degree granting program requiring a minimum of 68 credits for graduation. In drafting and related classes the students learn about the materials and techniques used in the construction of wood frame, masonry, poured in place concrete, prestressed concrete, steel frame and manufactured metal buildings. Their drafting projects stress the use of these materials in commercial buildings.

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- Architectural CAD
- Computer Applications
- Plumbing/Electrical Systems
- Estimating
- Topographic Science
- Heating and Ventilating Systems
- Construction Trigonometry

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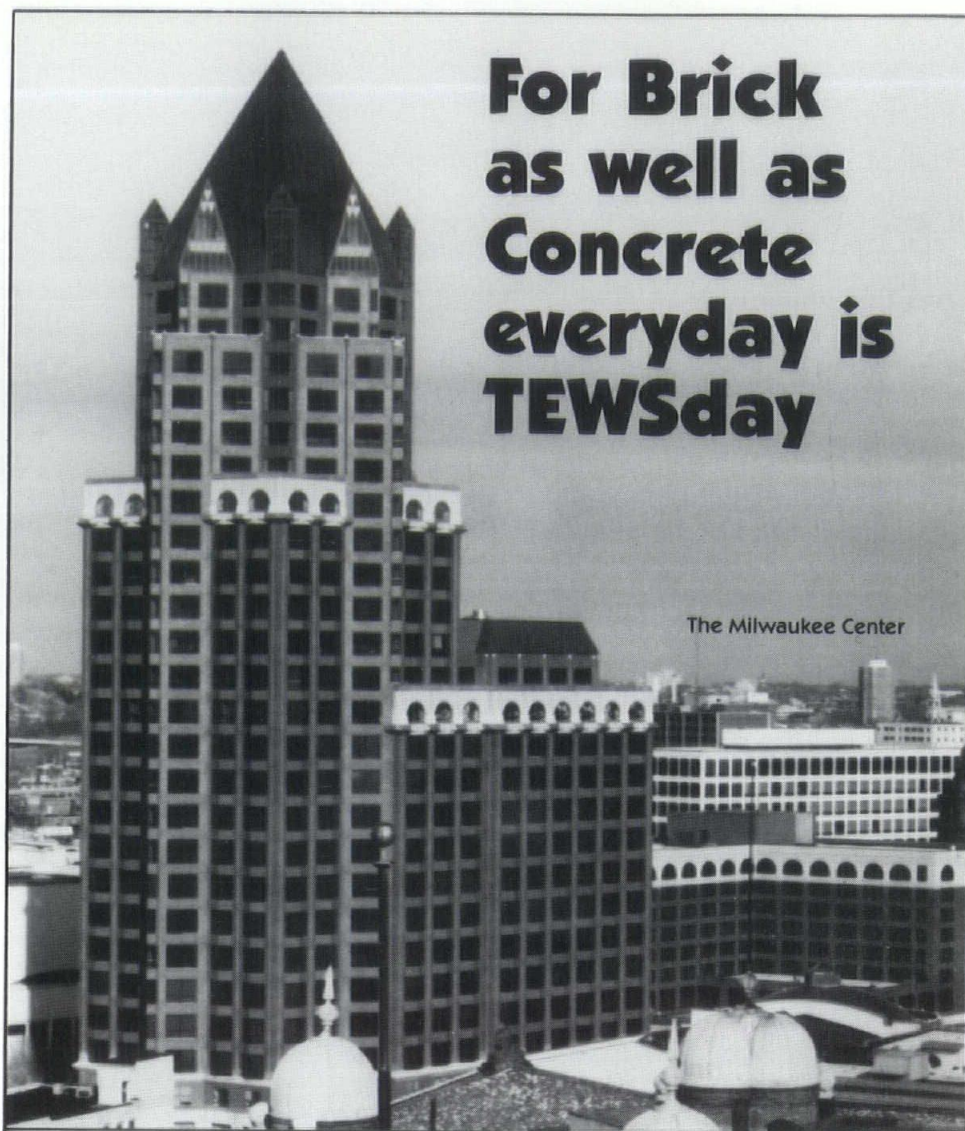
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AIA Convention

The 125th Annual convention of The American Institute of Architects will coincide with the XVIII Congress of the International Union of Architects (UIA) in a four-day architectural summit in Chicago. The World Congress of Architects, which will be hosted by the AIA June 18-21, will feature AIA Expo93 and will immediately follow NeoCon93, a major U.S. contract furnishing exhibition.

This extraordinary international architectural gathering will focus on the delicate balance between the natural and built environments. Its theme, *Architecture at the Crossroads: Designing for a Sustainable Future*, reflects the event's global scope and increasing international environmental concern. Participants will be able to combine opportunities for learning with lively exchanges on environmental initiatives.

The gathering will also celebrate the centennial of Chicago's 1893 Colombian Exposition, which included the first World Congress of Architects and sparked a Beaux Arts renaissance in American architecture.

For more information, contact the World Congress of Architects hotline, (202) 626-7395.

State Accessibility Rules

The newly enacted State Fair Housing law, 1991 Wisconsin Act 295, prohibits housing discrimination against persons with disabilities and requires certain housing to conform to accessibility standards published by DILHR.

The law requires DILHR to promulgate interim emergency rules for the accessible design and construction of covered multifamily housing until the permanent rules are adopted. The emergency rules were published on January 12, 1993.

Under the Federal Fair Housing law, covered multifamily housing must conform to the final accessibility guidelines issued by the federal Department of Housing and Urban Development, published in the Federal Register on March 6, 1991. In addition, the State Fair Housing law will require new multifamily housing with multilevel dwelling units with separate exterior entrances to provide accessibility to at least 25 percent of the total number of dwelling units in the building or complex and will require remodeled housing to provide accessibility in accordance with the established percentages.

The proposed rules will eliminate conflicting rules in the Wisconsin Building Code relative to multifamily housing and require multifamily housing to comply with the final guidelines issued by the HUD until the final rules are adopted. The Fair Housing Guidelines present seven requirements:

- Accessible building entrance on an accessible route;
- Accessible and usable public and common use areas;
- Usable doors;
- Accessible route into and through the covered dwelling unit;
- Light switches, electrical outlets, thermostats and other environmental controls in accessible locations;
- Reinforced walls for grab bars; and
- Usable kitchens and bathrooms.

With the promulgation of the emergency rules, DILHR will review plans and make inspections of all apartment, townhouse, rowhouse and condominium buildings in accordance with the final accessibility guidelines issued by HUD.

Copies of the Federal Register, March 6, 1991, may be obtained by calling (202) 708-2618 or writing Department of Housing and Urban Development, 451 Seventh Street SW, Washington,

DC 20410-0500. Copies of the emergency rules on State Fair Housing may be obtained by calling (608) 266-1542 or writing to DILHR, Division of Safety and Buildings, 201 E. Washington Ave., PO Box 7969, Madison, WI 53707.

Regarding the Americans with Disabilities Act (ADA), efforts to amend DILHR accessibility rules for buildings other than apartments, townhouses, rowhouses and condominiums have progressed to the stage where the draft of proposed rules is being finalized for public review and comment. Public hearings are anticipated to be held in May or June.

DILHR will propose to adopt by reference the Americans with Disabilities Act Accessibility Guidelines (ADAAG) and either add or substitute rules applicable in Wisconsin. Copies of the ADAAG may be obtained by calling (800) 949-4232 or (800) USA-ABLE.

Legislative Update

As of the end of February, over 200 separate bills already had been introduced in the 1993-94 session of the Wisconsin Legislature. The following is a brief summary of the proposals that the WSA will be monitoring:

- **Senate Bill 44 State Budget** (Joint Committee on Finance)—Governor's 1993-95 state budget proposal that includes total appropriations from all funds of \$30.2 billion, including \$15 billion in general purpose revenue (GPR) spending. It includes a Child Support Initiative that gives the Department of Regulations and Licensing the authority to deny the issuance or renewal of credentials unless applicant signs a statement that, in effect, indicates they are not behind in any child-support payments.

- **Senate Bill 47 Historic Preservation** (Senators Burke, Rude, Plewa, Risser, et al. and Reps. Huber, Bock, Potter, Riley, et al.)—To require each county, city and village to adopt an ordinance regulating historic or archaeological structures, landmarks and districts by January 1, 1995.

- **Senate Bill 59 New Homes; Construction Defects** (Senators Risser, Chvala, Lorman, Clausen and Reps. Boyle, Ruba, R. Young, Notestein, et al.)—To create a new home quality protection program under which a builder of an owner-occupied 1- or 2-family dwelling would be required to repair construction defects materially affecting owner's residential use during first two years.

- **Senate Bill 62 Landscape Architects; Regulation** (Senators Chvala, Risser, Rude, Darling, et al. and Reps. Roberts, Carpenter, Baldus, Gruszynski, et al.)—To provide for the registration of landscape architects and to restrict the use of the title "landscape architect" to those so registered. (Identical to Assembly Bill 100.)

- **Assembly Bill 4 School District Promissory Notes; Petitions for Referenda** (Reps. Coleman, Wineke, Duff, Foti, et al. and Senators Andrea, Lasee)—To increase from 15 to 30 the number of days during which a petition for referendum may be filed for certain school district borrowing.

- **Assembly Bill 10 Storm Shelters** (Rep. Schneider)—To require any new building containing two or more dwelling units to have a shelter designed to withstand any type of weather, except floods or earthquakes.

- **Assembly Bill 130 Contributory Negligence; Multiple Tort-Feasors** (Reps. Ainsworth, Lehman, Duff, Ladwig, et al. and Senators Lorman, Weeden, Lekan, Petak, et al.)—To limit the liability of each defendant in

a multiple liability action to their percentage of negligence times the total damages awarded.

The Governor's budget bill, with its proposed property tax rate freeze, is getting most of the legislative attention. In addition, since the State Senate is in partisan gridlock with 15 Democrats and 15 Republicans until after the three special elections in April, not much of any real substance is expected to happen in the near term.

Regarding the WSA-backed legislation to re-establish a statute of repose for Wisconsin's design and construction industry, the coalition of organizations lobbying for this important liability-limiting legislation is working to get it approved as an amendment to the state budget bill. If this strategy fails, separate legislation has been drafted and is ready for immediate introduction in the State Senate.

If you have any questions or suggestions about these or other legislative issues, please contact the WSA office.

Samuel Dadian, AIA

The profession lost a valued friend in January with the death of Samuel Dadian, AIA. He died in his sleep on his 61st birthday. James G. Plunkett, AIA, provided the following obituary in his memory:

Sam died in his sleep after an apparently healthy day of work. He had commented at his birthday lunch his eagerness to move into his newly constructed house in Menomonee Falls and how he was preparing to construct his basement darkroom. He was his same upbeat self and shared with us his ongoing desire to teach our young "kids" how to become better draftsmen and architects.

Sam joined Ebling Plunkett Keymar Reginato in 1961. As the firm grew from 10 to 50 people, Sam also grew

in stature and value. He moved up to the position of Project Manager which he held until he was recently promoted to Director of Quality Control for the entire firm. Sam was also an officer and director of Plunkett Raysich Architects.

Sam was one of the state's most knowledgeable architects in medical facility design. He had major responsibility of the design of St. Francis Hospital, Kenosha Hospital and Medical Center, Milwaukee County Medical Complex, Sacred Heart Rehabilitation Center, Family Health Plan Clinics, Amity Leather Products and the restoration of the Federal Courthouse in Milwaukee.

Our sympathy to Jacquelyn, Cindy and Paul who can be reached at 5231 N. 25th Street, Glendale, Wisconsin 53209.

People & Places

At the annual WSA Past Presidents and Fellows luncheon hosted by the WSA Board of Directors in December, **George A. D. Schuett, FAIA**, Milwaukee, contributed prints of one of his beautiful watercolors to the Wisconsin Architects Foundation. One of the prints is on display at the Stoner House. The other was raffled off at the luncheon and fetched over \$600 in contributions to the WAF's scholarship fund. Thank you George!

The magazine staff can't blame it on a malfunctioning spell-checker because it involves numbers . . . phone and fax numbers to be exact. Please correct your 1993 WSA Firm Directory listing for Vetter Denk Architects, Inc., as follows: telephone number: (414) 223-3388; and fax number: (414) 223-4825. *Wisconsin Architect* regrets the error.

The following WSA members have been selected as the winners of the first Young Practitioners Forum

sponsored by the Southwest Wisconsin Chapter/WSA: **James W. Shields, AIA**, Milwaukee; **Scott F. Georgeson, AIA**, Milwaukee; **Peter B. H. Tan, AIA**, Madison; **Mark Ernst, AIA**, Milwaukee; **Ursula Twombly, AIA**, Milwaukee; **David W. Black, AIA**, Madison; **Kay M. Kornovich, AIA**, Madison; **William J. Bula, AIA**, Madison; and **John C. Vetter, AIA**, Milwaukee. These individuals will be formally recognized during the WSA Annual Meeting on May 25. Examples of their work will be featured in the May/June issue of *Wisconsin Architect*.

The Division of Facilities Development threw a retirement luncheon in January for **Gerald D. Germanson, AIA**, Madison. Congratulations Jerry!

Thomas S. Stacey, AIA, Wauwatosa, has joined PSI Design, Inc., West Bend, as project manager.

Eppstein Keller Uhen Architects, Milwaukee, is pleased to announce that **Robert D. Cooper, AIA**, Greenfield, and **James French, AIA**, Whitefish Bay, have joined the firm as senior project managers.

Kahler Slater Architects, Milwaukee, has appointed **George Meyer, AIA**, Shorewood, and **James Yasche, AIA**, Mequon, vice presidents and principals of the firm. In addition, **John Cain, AIA**, Milwaukee, **Richard Eschner, AIA**, Shorewood, and **Louis Stippich, AIA**, Milwaukee, have been appointed principals; and **Arthur Chadek, AIA**, Wauwatosa, and **Ursula Twombly, AIA**, Milwaukee, have been named associates.

Hammel Green and Abrahamson, Inc., Milwaukee, has promoted **Cherie K. Claussen, AIA**, Wauwatosa, to the position of associate vice president and **Richard Batchelder, AIA**, to the position of associate. **Terri**

Chadderton, AIA, Milwaukee, has joined HGA as a project architect.

The Landmark Lighting Master Plan of Milwaukee's Central Business District, designed by Kahler Slater Architects, has been selected to receive one of the 1993 Urban Design Awards of Excellence from The American Institute of Architects. The awards recognize the achievements of collaborations between the public and architects in urban design, city planning and community development.

The Department of Building Inspection, City of Milwaukee, has prepared an informative article on elevator installation issues that could help you avoid problems with the elevator inspector. For a copy of the article, contact Martin Collins at (414) 286-2548.

National Preservation Week will be celebrated May 9-15, 1993. The theme for this year's event is "Make the Connection! Preservation & Livable Communities." For kits containing information and ideas for promoting local preservation activities, contact the National Trust for Historic Preservation at (202) 673-4141.

The National Town Meeting on Main Street is scheduled for May 9-12 in Milwaukee. For information, contact the Wisconsin Main Street Program, Department of Development, at (608) 267-3855.

IFRAA has issued a call for entries for its 1993 Architectural Design Awards program for religious structures. For entry form and requirements, write to: IFRAA National Headquarters, Doris Justis, Executive Secretary, 1777 Church Street, NW, Washington, DC 20036. Entry forms are due by July 1, 1993.

Membership Action

Please welcome the following new WSA members:

AIA

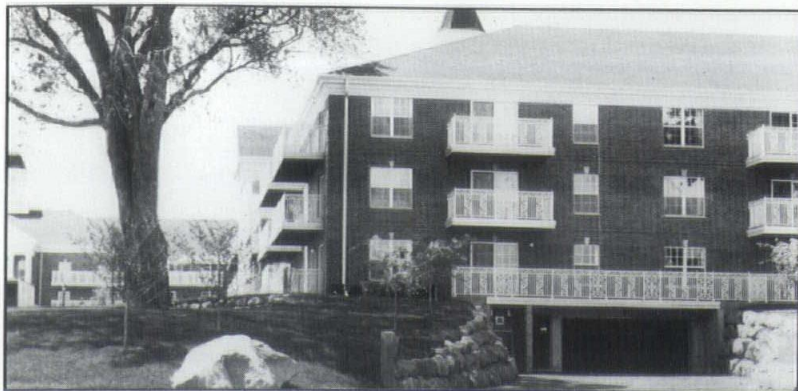
William J. Bula, SW
Elizabeth Collier, SE
Kevin R. Crubaugh, SW
Paul M. Cuta, SE
George J. Edwards, SE
Gregory A. Karn, SW (Advancement)
Christopher Kidd, SE
Kay M. Kornovich, SW
Robert Mangas, SW
Kevin M. Mantz, SE
Jayne M. Matt, SE
Mark W. Paschke, SE
Nich C. Pflum, NE
Reiner A. Pligge, SW
Romulo Gerardo Ramos, SE
Thomas G. Steiner, SW
R. Barry Sweeden, SW (Advancement)
Micah K. Waters, SE
Peter A. Weston, SW
Anthony F. Zulli, SE

Associate

Sherry Ahrentzen, SE
Hamed A. Al-Othman, NE
Joanna L. Coghlan, SE
Karen Darcy-Dominiquez, SW
Rochelle A. Kassens, SE
Mark M. Smith, SW

Professional Affiliate

Christine Bartol, NE
Timothy A. Hayes, SE
Randall Lang, NW
Kerry VonDross, SE



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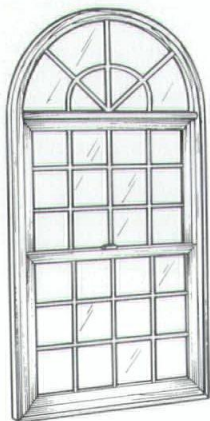
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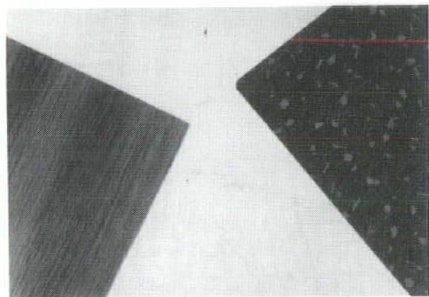
Historical Restoration Capabilities



The Radford Company is pleased to introduce the Botanica Garden Window manufactured by Fen-Tech, Inc., of Superior, Wisconsin.

The Botanica Garden Window combines innovative styling and engineering design with energy efficient performance. Botanica compliments any home, adding value and style in new construction or remodeling.

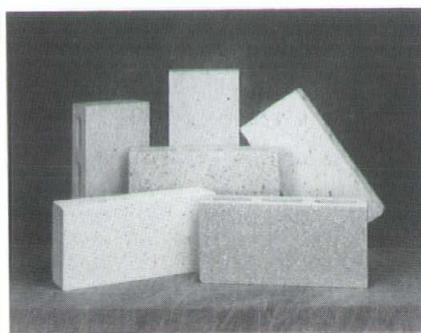
For more information contact The Radford Company, PO Box 2688, Oshkosh, WI 54903.



Trenwyth Industries, Inc., a specialty masonry unit manufacturer based in York, PA, is making its Trendstone Plus ground face masonry units available in a spectrum of seven new pastel colors. The new color line will include soft shades like pink, yellow and light green.

Trendstone Plus filled and polished masonry units offer smooth terrazzo-like surfaces. After the initial grinding process, the pores and interstices are filled with cementitious grout. The face is polished smooth in a multi-stage process and covered and sealed with a clear acrylic, resulting in a smooth finished surface.

A total of 29 Trendstone and Trendstone Plus colors are now available with the addition of the new pastel colors. To receive a sample chip kit or product literature, call Trenwyth's toll-free number at (800) 233-1924.



Laminart Inc. offers three new decorative laminates: *Illusion Series* combines pearlescent gold lines and squares with unique "interference color" pigments. *Lustre Series* provides a brushed metal look using pearlescent lustre pigments and precious metal embellishments. *Architectural Maple* offers a natural appearance with a softer color and less contrasting grain.

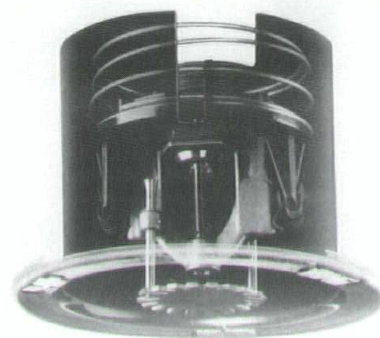
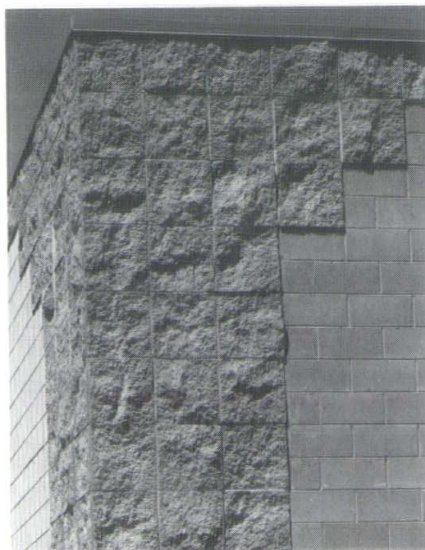
For more information, contact Laminart Inc., 1330 Mark Street, Elk Grove Village, IL 60007; phone (800) 323-7624, fax (708) 860-9199.

New, innovative masonry options for interior and exterior designs are now available from **Best Block Company**, Butler, Wisconsin. The Optimum Series offers four inch split face veneer units in an array of beautiful colors and sizes.

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Combine bold visual character with the enduring permanence and cost effectiveness common to concrete masonry and you have the Optimum Series.

For more information, contact Kerry VonDross, Sales Manager, Best Block Company, PO Box 915, Butler, WI 53007-0915; (800) 782-7708, Fax (414) 781-7253.



Star Sprinkler Corporation, a Milwaukee-based sprinkler manufacturer, recently introduced the Quasar Quick Response--the world's first self-adjusting, quick response, concealed sprinkler.

The new Quasar Quick Response responds to fire's heat up to five times faster than standard response sprinklers. It features a patented cover plate assembly which moves with normal ceiling fluctuations. Installed over the glass bulb sprinkler after the ceiling is in place, it allows for a full half inch adjustment with no unsightly gaps, falling cover plates or callbacks down the road.

The Quasar Quick Response comes in a wide range of cover plate colors. Custom painted cover plates are available to match any decor.

To learn more, call (414) 769-5500 or write Star Sprinkler Corporation, 307 W. Layton Ave., Milwaukee, WI 53207.



Andersen Windows, Inc., introduces the new Andersen Gliding Window, a high-performance unit incorporating new design technologies for the 90s and beyond. The gliding window sets new standards of grace, beauty, style, structural integrity and performance never before met by a gliding window.

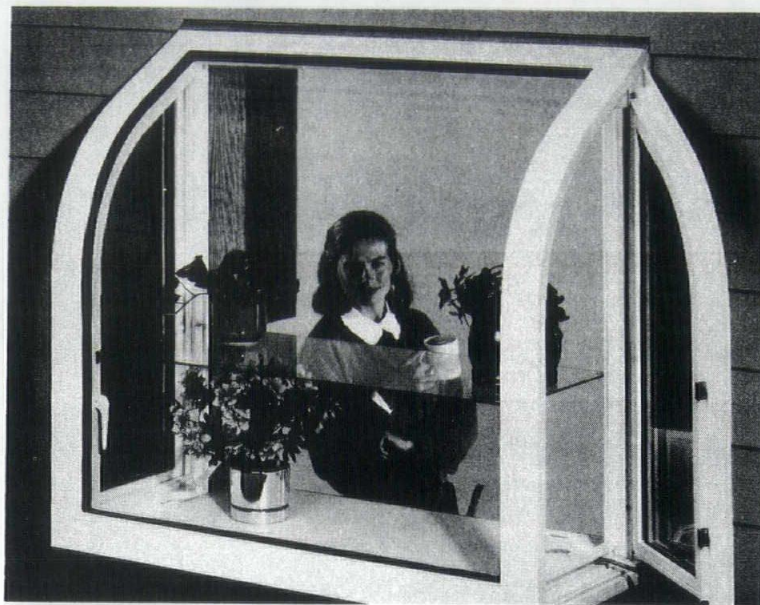
An important feature is the improved "universal" handle design--an industry first--which not only allows for greater sash control, but its placement and design makes the unit accessible and easy to operate for individuals who are physically challenged. The locking system also integrates all locks with the handle for easy use.

For more information about the Andersen Gliding Window, call (800) 426-4261 for your local retailer.

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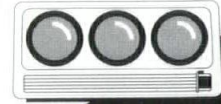
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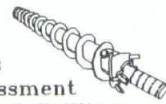
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