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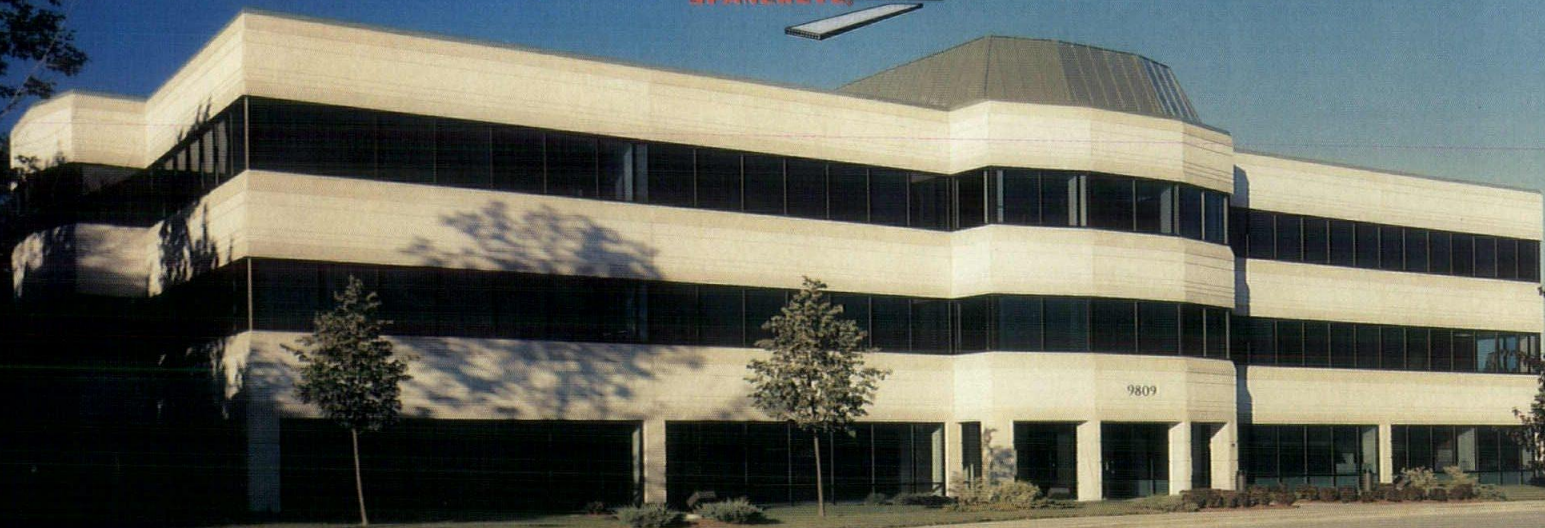
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On the Cover

Milwaukee Medical Clinic - Highpoint

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Once the realm of amateurs and antiquarians dedicated to saving monumental or historically significant works, historic preservation at the end of the century

Appreciation of historic architecture of all kinds and awareness of its intrinsic value have been a boon for the architecture profession.

has expanded to include what once was considered mundane or expendable.

Whether the effort is to preserve a hundred year old oak tree, a building or an entire historic district, the intent is the same: to hold on to the original, the authentic, the prototypical.

A restoration project can have a regenerative effect on a community as surrounding businesses and residents benefit from increased interest and activity in an older area. With ornament, grand volumes and rich materials that would not be feasible in a new building project for lack of budget, craftsmanship or availability, buildings ranging from old warehouses to elaborate courthouses can have a second life and give the inhabitants an experience that new construction often cannot match.

Appreciation of historic architecture of all kinds and awareness of its intrinsic value have been a boon for the architecture profession as specialized services for restoration, renovation and adaptive reuse are required.

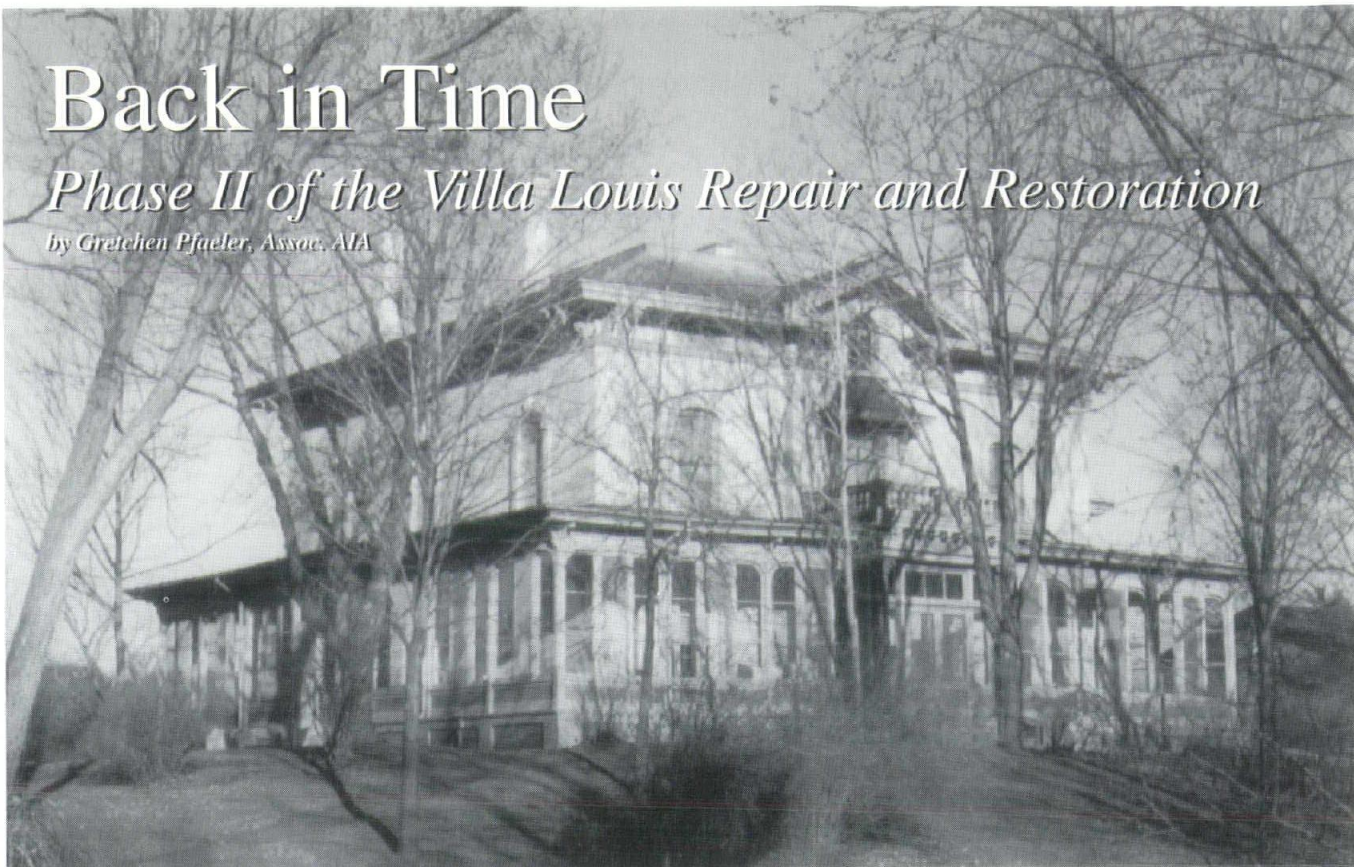
This issue of *Wisconsin Architect* features historic preservation and restoration, and health care and religious projects.

Elizabeth A. Cwick, AIA

Back in Time

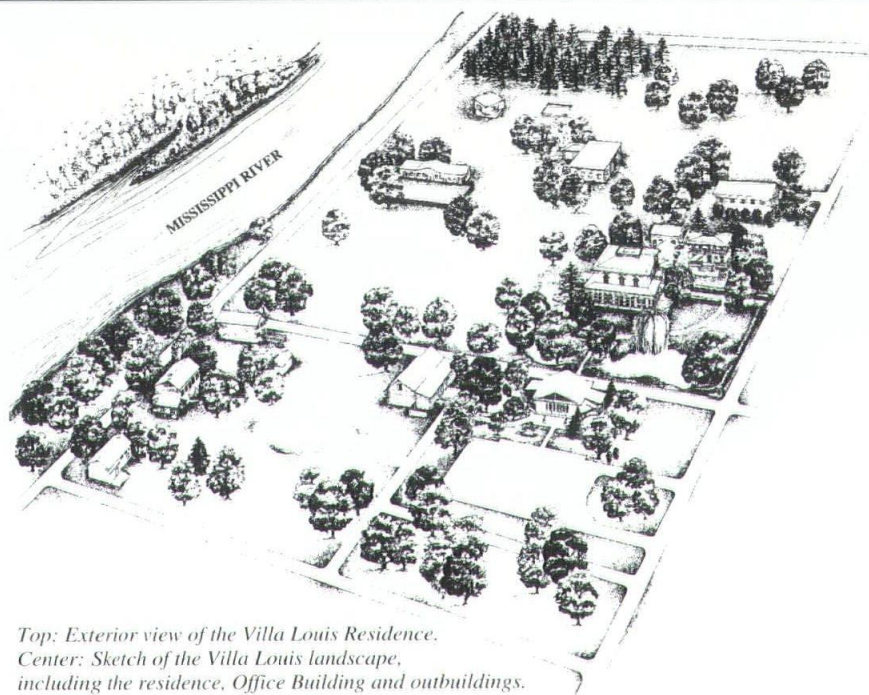
Phase II of the Villa Louis Repair and Restoration

by Gretchen Pfaueler, Assoc. AIA



Villa Louis is located on the banks of the Mississippi River in Prairie du Chien, Wisconsin. The country home of the Hercules L. Dousman family was built in 1870, and the surrounding outbuildings range in date from the late 1840s through the mid-1880s. The estate reached its most developed configuration in 1885, when the Residence and Office Building were extensively remodeled and redecorated in the style and with the materials of the British Arts and Crafts Movement. The Residence exuded vibrancy, depth of texture, and a complex interplay of color and pattern as a rich tapestry representative of the Victorian era.

The Dousman family remained on the estate until 1913, at which time the four adult children divided the household furnishings and dispersed to Montana, Minnesota, New York, and New Jersey. Twenty years later they returned to Prairie du Chien to lead a restoration effort that resulted in the 1936 opening of the Residence as a museum. In 1952, the site was acquired by the State Historical Society of Wisconsin and registered as a National Historic Landmark. The established period of significance is



*Top: Exterior view of the Villa Louis Residence.
Center: Sketch of the Villa Louis landscape,
including the residence, Office Building and outbuildings.*

defined as 1885-1898. This period corresponds to the primary years of development, use and occupation by the Dousman family as documented in numerous photographic and written resources.

The Villa's history as summarized above is propagated and complemented by the treatments, interpretations and physical modifications

completed in Phase I and proposed in Phase II of the repair and restoration. Phase I effectively addressed many of the issues that face the Villa Louis Residence and Office Building at the end of the twentieth century. The successful integration of the new mechanical and electrical systems, in addition to an accessible lift, provides a stable improved environment for persons of many different abilities.



The restored master bedroom and adjacent dressing room of the residence.

The barrier free access to the main entrance accommodates a new wheelchair lift, providing access with minimal exterior impact on the appearance of the Residence. The new air-handling units located in the basement and attic greatly improve the interior environment of the Residence. These units add winter humidification, in addition to basic heating, ventilating and air-conditioning that protects the furniture, finishes and collections in the Villa Louis Residence.

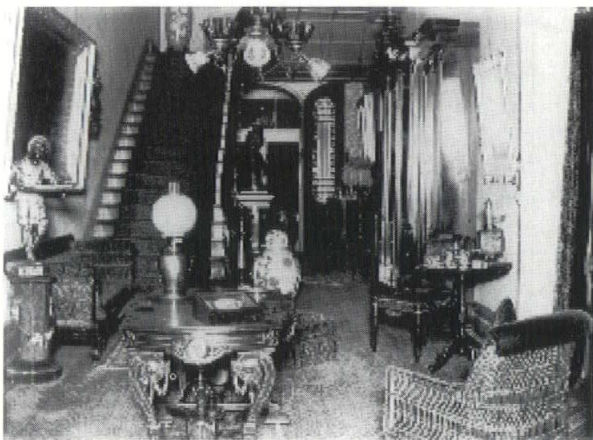
The primary emphasis of Phase II is on restoration of character-defining interior features and finishes not completed or examined in Phase I. Additionally, work includes the investigation and analysis of several exterior issues, including the deterioration of exterior wood detailing, the roofing systems, built-in gutter,

standing seam metal roof and site drainage. These issues are being reviewed and included as necessary to facilitate, support and protect the physical restoration of the interior.

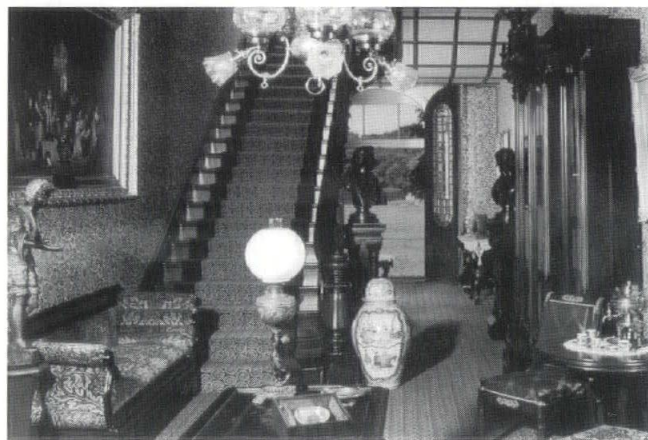
Continuing with the initial preservation team from Phase I, a refined, and refocused scope in Phase II the team, including Quinn Evans Architects, LCA Associates and Bob Furhoff, progresses toward representing and interpreting the Villa Louis historical site to the splendor of its pinnacle of significance.

EDITOR: The author, a native of Wisconsin, is a project designer at Quinn Evans Architects' Ann Arbor, Michigan, office and is currently involved in preservation projects in Midwestern, Western and Southern United States.

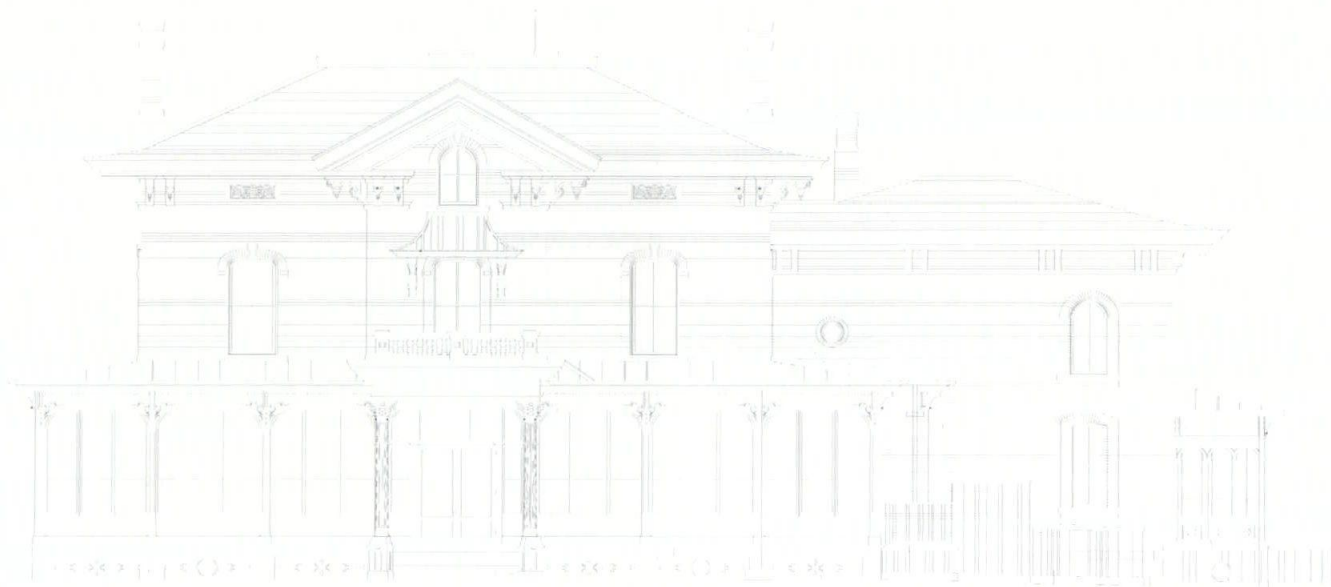
Images courtesy of Quinn Evans Architects.



Partial Historic Photograph of the main entry hall courtesy of The State Historical Society of Wisconsin



Photograph of the main entry hall fully restored at the completion of Phase I



Drawing of East elevation of Villa Louis with the integrated barrier free access adjacent to the porch.

1999 Thesis

UWM SARUP Student Project



Students at the University of Wisconsin - Milwaukee School of Architecture and Urban Planning (SARUP) are required to complete a comprehensive Master's thesis prior to graduation.

Annually, several projects stand out as exceptional studies according to Harry Van Oudenallen, AIA, professor, department of architecture.

SARUP 30 YEARS

Mark Smith, a 1999 SARUP graduate student, adopted Stoughton as his graduate thesis project. Accounting for the rich history of the city and its need to compete as a viable community with its own resources, commercial district and activities, Smith identified structures in the downtown district worthy of attention and those in a state of deterioration beyond salvage. His proposal includes the construction of a new Community Services Building, Craft Museum and a Train Stop. Sensitive to the historic downtown and City Hall, the thesis utilizes materials and construction techniques native to the area and reflective of the wagon/trailer industry that established and still supports the city.

Protection of the Historical Society archives as well as vision of the city's future will help the city come full circle and allow a planned growth for the future, according to Smith.

Maintaining a city center unique to the community, welcoming to visitors and comparable to surrounding metropolis resources will help maintain Stoughton as a viable, self supporting community as well as a destination to residents of surrounding areas.

"Mark's thesis is very thorough. The scale and massing fit nicely, said Van Oudenallen. "The project is palatable for a whole range of viewers."

Presented in the next few pages are images and text submitted for Smith's graduate thesis, entered in juried competitions with university backing and scheduled for presentation to the City of Stoughton.

Introduction: The City of Stoughton

Stoughton, Wisconsin, population 10,952, is located approximately 15 miles southeast of Madison, the state capitol. In addition to its native citizens, the quiet community has a growing commuter population. Stoughton's rich Norwegian history is recognized in an annual spring festival and evident in the historic downtown buildings, city signage and many residential flags and lawn ornaments.

Due to the large commuter numbers to Madison and the centralized rail line pre-existing in the city, Stoughton has been named as a key stop on a proposed commuter rail system in the area. With Madison's vast resources, museums and festivals nearby, Stoughton strives for an identity of a visitor friendly and community oriented core that offers year-round attractions.

EDITOR: Find the UW-M SARUP link at www.aiaw.org to view more student projects.

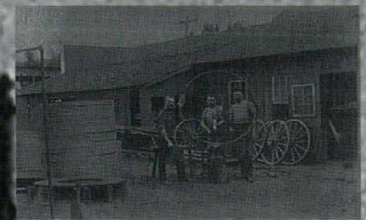
Historic photos courtesy of Stoughton Historical Society. Background photo, this page: Stoughton City Hall

Historical Study

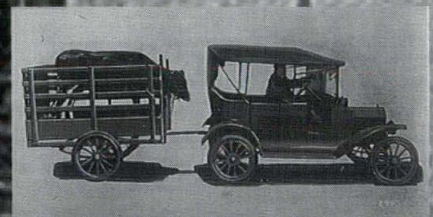
T.G. Mandt innovator and the founder of the Wagon Works.



The highway trailer company further successor to the Mandt Works was the first to innovate lightweight monocoque construction to the trailer industry. Note rhythm and frame componetry.

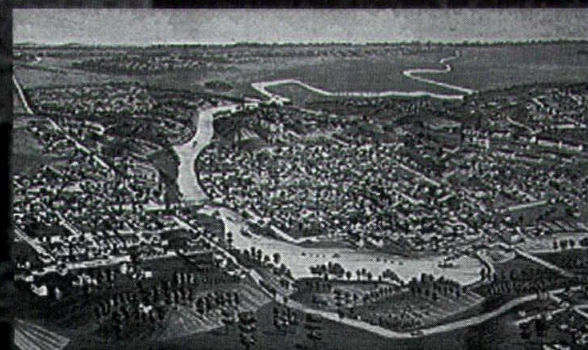


Workmen of the T.G. Mandt Wagon Factory. Circa 1890s



The first product of the Mandt Wagon Works successor was this simple trailer for the Ford model T. Circa 1910s

The Erickson Building forms the western gateway to the mainstreet and downtown area.



A birds eye view of the city. 1880s site is at center right along railroad. Note how river forms a loop bordered by the railroad.

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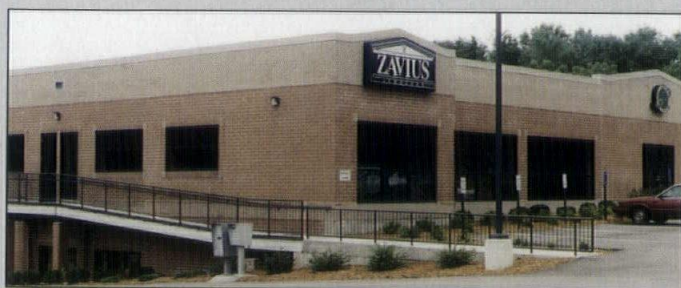
...Design Flexibility & Economy



Flexicore in this multi-level retail business offers sound control from floor to floor plus superior load carrying capacity.



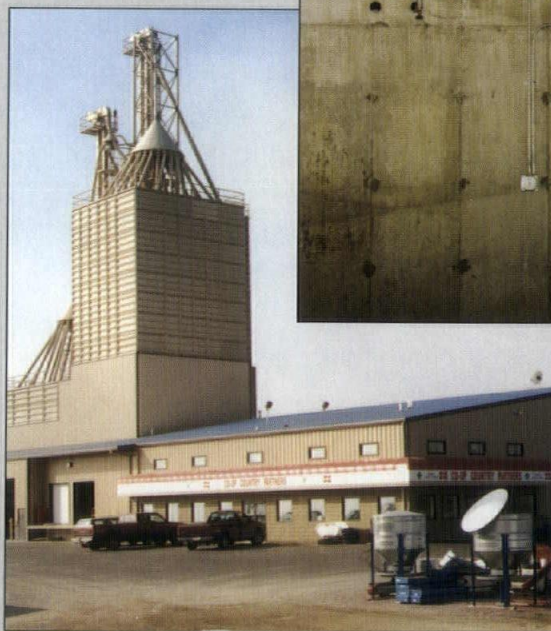
Flexicore offers smooth surface for ease of finishing and cleaning plus design flexibility.



Zavius, a multi-tenant structure, used 12" Flexicore for their handicap access plus Flexicore for the floor.



Mezzanines were designed into Eagle Foods providing space for hot water, heating & air conditioning units.



This farm supply business near Sauk City has two floors of Flexicore designed to carry heavy displays of product while providing a clean finished surface and sound control.

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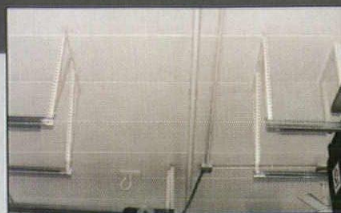
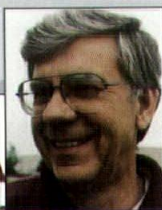


*Heritage
Bank & Trust
Kenosha, WI*

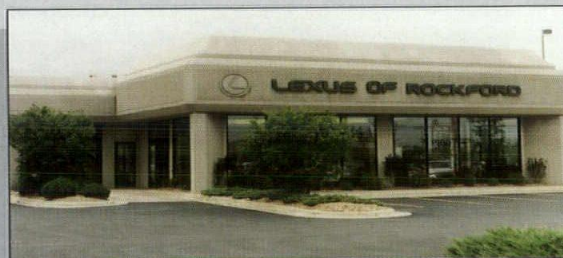
Banks, financial businesses are frequently located in high traffic areas...Flexicore provides significant sound reduction, load bearing for vaults, fixtures and smooth surfaces for cleaning.



The owner of TLC auto wash believes Flexicore is a 1st class product to withstand the considerable moisture present plus the ability to keep the facility clean.



Flexicore provides a smooth interior for easy finishing of ceilings and ease of cleaning. Flexicore has the strength to suspend mechanicals and roll-up doors.



Lexus of Rockford is an example of "building strength"...Flexicore floor/ceiling provides the strength to support the parts department.



This auto dealership required a 150# live load capacity for their parts department in a mezzanine design. Flexicore ceilings resist the moisture and humidity that frequently exists in the locker rooms below.

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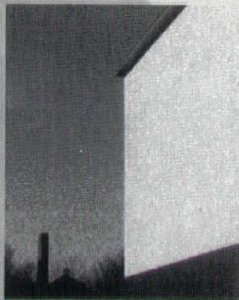
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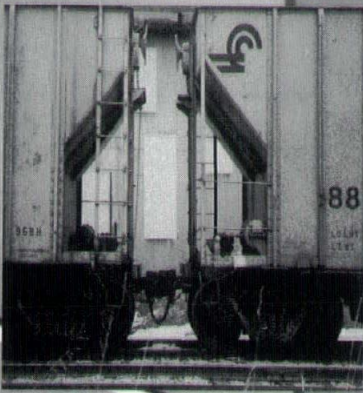
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Form & Materials Study



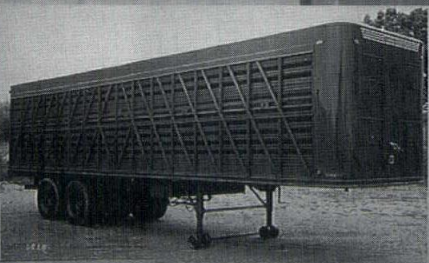
Existing structures provide samples of the area's simple beauty through the use of cream brick on an adjacent tobacco warehouse.



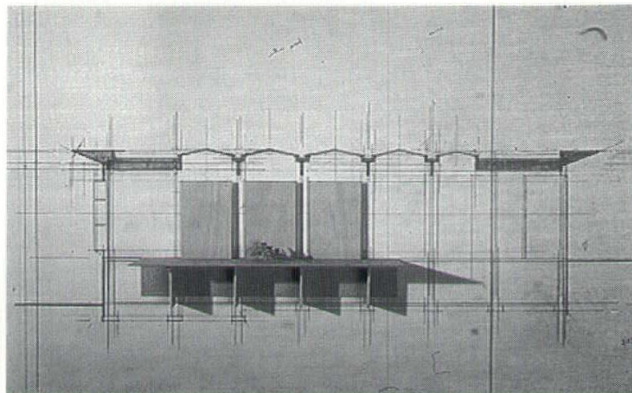
Notice the two hopper cars, the void between them, their construction and detailing of connections.



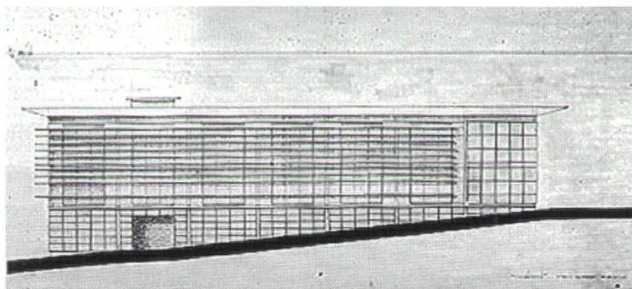
A simple shed for storing farm implements influenced the idea of a roof with no walls and total visual access.



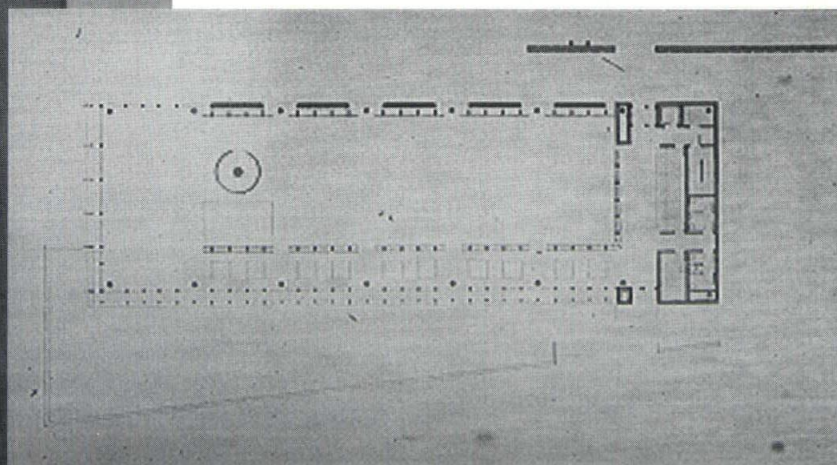
A modern version of a semi trailer for hauling livestock provides strong lines and repetition of pattern.



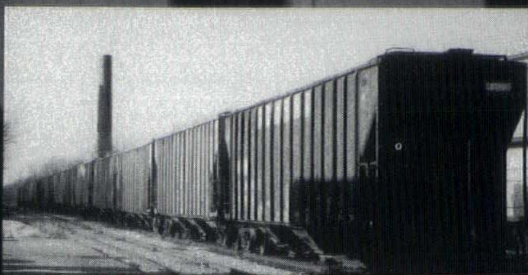
An early study section expresses the ideas gathered from the analysis of the site, the manufactured items of the factories and the desire for a lightweight transparent structure.



An early study elevation condensing the ideas of rhythm from the wagons, the rail cars, the semi trailers and the Erickson Building.



First floor plan. Service spaces and entry on the right. Circulation at bottom with gaps between the panels for entry into the main space. Open end of gallery provides a wonderful view of City Hall and the main street. A circular stair and light wells in corridor accesses administrative space below.

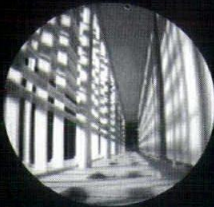


Existing rail corridor forming the southwest site border.

The Solution

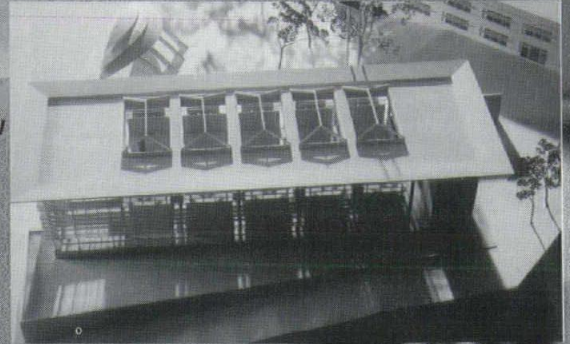


Overall site view with new Community Services Building on the left new Transit Stop in the foreground and the Craft Museum on the right. A grove of trees continues the line of the Services Building.



Looking west down main corridor.

Birds eye view showing the skylights and how they are used to reinforce the definition of spaces.

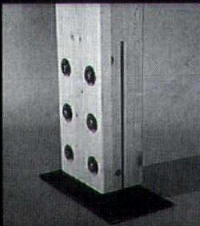


Looking east in gallery space.

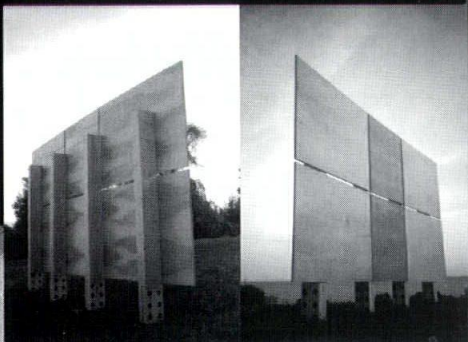


The south elevation features the transparent nature of the building, use of vertical shading devices, interior solid / void relationship of spaces and strong rhythm and repetition.

The gallery space interior panels are composed of glue laminated columns with birch veneer panels and black powder coated steel connectors and bases.



View: southwest corner of museum. The orientation of shading devices and transition from the south to the west. The interlocking of "heavy" materials and "light" materials combine a concrete base with hung limestone panels, metal roof and trim, and clear glazing.



The walk path to the northwest weaves through the grove of trees on the north connects to the Train Stop at the right and then passes the museum on the west edge of the site.



WISCONSIN ARCHITECTS FOUNDATION

The Wisconsin Architects Foundation was established in 1954 to:

- Advance the aesthetic, scientific and practical efficiency of the profession of architecture and the living standards of people through their improved environment,
- Promote the science and art of planning and building by advancing the standards of architectural education, training and practice through education and scientific research, and
- Provide for scholarships or fellowships for architectural education.

The WAF Board of Directors remains committed to these founding principles and to its mission to build a better Wisconsin through architectural education. This commitment is reflected in annual WAF tuition scholarships for Wisconsin architecture students and WAF grants for educational programs that advance the profession and enhance the public's awareness of architecture.

Achievements

Wisconsin's architectural community and allied design and construction industry leaders have given generously to the WAF over the years. This strong support has enabled the WAF to achieve many significant goals during its 45-year history.

- **Tuition Scholarships** – Since its founding, the WAF has provided over \$260,000 in scholarships to hundreds of Wisconsin students pursuing degrees in architecture. WAF scholarships often play a critical role. As one former scholarship recipient and current principal of a Wisconsin architectural firm noted, "The [WAF] grant allowed me to finish my formal education . . . I have often thought about the opportunity provided me by the forward looking architects that administer the Foundation. They believed in promoting the profession through education."
- **School of Architecture** – In addition to scholarships, initial efforts by the WAF focused on the establishment of a school of architecture in Wisconsin. Founded in 1969, the School of Architecture and Urban Planning at the University of Wisconsin – Milwaukee is celebrating its 30th anniversary this year. With an accredited school of architecture now within our borders, it is sometimes difficult to recall when Wisconsin students had to travel outside of the state to pursue a degree in architecture.
- **Archives** – The WAF, through a generous gift by Mary Eschweiler, also assisted in the development of the Wisconsin Architectural Archives. It is now a major depository of architectural documents and is used as a resource for both practicing architects and scholars.
- **Stoner House** – In 1983, the WAF received a gift of the Joseph J. Stoner House in Madison. In 1984, the WAF successfully completed substantial restoration of this National Landmark. The Stoner House now serves as the permanent headquarters for the WAF and AIA Wisconsin.
- **Allied Organizations** – In 1987, the Milwaukee Chapter of the Construction Specification Institute approved the transfer of its Erwin Lambrecht and Lester G. Suebert Memorial Funds to the WAF for administration and distribution as scholarships to eligible students. The significant contributions to the WAF's scholarship endowment by the Milwaukee Chapter CSI have enabled the WAF to increase the tuition scholarships provided to architecture students at UWM SARUP. In 1997, the WAF Board established a special Milwaukee Chapter CSI Memorial Scholarship. In addition, AIA Southwest Wisconsin in 1993 established an endowment with the WAF to provide scholarship assistance to visual, hearing or otherwise physically disabled architecture students in the graduate program at UWM.
- **Memorial Scholarships** – In 1991, the WAF established memorial scholarship endowments in the names of architect Elmer Johnson and construction industry leader Richard Hunzinger. These WAF funds support annual tuition scholarships for students attending the UWM School of Architecture and Urban Planning. The Johnson and Hunzinger families have been actively involved in the awarding of these WAF memorial scholarships, which now total over \$10,000.
- **State Capitol Display** – In 1997, an educational display, featuring photographs of the Wisconsin State Capitol, was unveiled at the AIA Wisconsin Convention. This traveling exhibit is available for use throughout the state. The WAF State Capitol Display was made possible by the generous support received from J.P. Cullen & Sons and James T. Potter, AIA.
- **Student Chapters** – The WAF has for many years provided annual program grants for student chapters at UW-Milwaukee, MSOE and vocational colleges in Green Bay, Madison, Milwaukee and Rice Lake. This WAF support helps to build a strong foundation for the future of Wisconsin's architectural profession by providing educational resources for architecture, architectural-engineering and architectural-technician students throughout the state.
- **Continuing Education** – In 1996, the WAF Board established a special grant program to help support and underwrite quality continuing education programs offered by the four local AIA Chapters in Wisconsin. This WAF grant program reflects the WAF's commitment to life-long learning and professional development. WAF grants and scholarships support educational programs for children, tuition assistance for college students, examination preparation programs for interns, continuing education opportunities for architects and informative displays and programs for the public.

■ **Public Awareness** – The WAF also has assumed an important role in helping to enhance public awareness of architecture and design quality in our built environment. In addition to the State Capitol Display, WAF grants help to support numerous initiatives designed to increase the public's awareness and appreciation of architecture. Examples include WAF support for students participating in the "Art of Architecture" program at the Milwaukee Art Museum, the "Building Block" educational program for kids at the Monona Terrace Community & Convention Center, AIA Southeast Wisconsin's Lego "Fun & Draw" area at Summerfest, AIA Southwest Wisconsin's high school design competition and the recently published book on Frank Lloyd Wright and Monona Terrace. Another recent example is the community leadership initiative by architects to help provide affordable shelter for the working homeless in our communities. For 1999-00, the WAF Board of Directors has increased the amount of grant funds available to help underwrite local public exhibits, presentations and programs on architecture.

Financials

The strong and consistent financial support received from architects and allied design and construction industry leaders has enabled the WAF to help build a better Wisconsin. Your continued support of the WAF's mission of advancing architectural education and public awareness is vital to its successful scholarship and grant programs.

In the fiscal year that ended June 30, 1999, the WAF received income from all sources totaling \$58,619. Expenditures for scholarships, grants, membership and administration totaled \$45,799. The resulting net income of \$12,820 was added to the WAF endowment, increasing the WAF fund balance to \$351,595 at the close of the fiscal year.

The WAF relies on annual contributions, investment income and rental income for its scholarship and grant programs. In fiscal 1998-99, the WAF received \$30,333 in contributions. These contributions included \$10,632 in regular contributions to support ongoing programs, \$800 in memorial gifts, \$1,800 in *Stoner House Campaign* contributions in support of the WAF's multi-year initiative to retire the mortgage for the restoration of its historic office and \$17,101 in contributions for the special Working Homeless Shelter Fund established to assist an AIA Wisconsin initiative to provide affordable housing for the homeless in our communities. (A list of contributors to the WAF in fiscal 1998-99 is included elsewhere in this Annual Report.) Investment income of \$23,486 and rental income of \$4,800 accounted for the balance of WAF revenue in the most recently completed fiscal year.

This strong financial support enabled the WAF Board of Directors to award a record amount of \$21,450 in scholarships and grants in fiscal year 1998-99. This represented an increase of \$3,645 in WAF educational scholarships and grants. In addition, the WAF was able to provide \$17,178 from its Working Homeless Shelter Fund to assist in the renovation of housing for three working homeless families in Madison. Other WAF expenses in fiscal 1998-99 included a total of \$7,171 for depreciation expenses, mortgage note, administration and membership services.

The Future

Wisconsin's architectural profession depends on well-prepared students who are able to meet the challenges of the future as well as clients and consumers that have a greater understanding and appreciation of the value of architectural services. The WAF is uniquely positioned to address these important issues through its commitment to architectural education and increased public awareness.

For the current 1999-00 fiscal year, the WAF Board of Directors has approved a budget that contains \$30,850 for scholarships and grants. This represents a significant increase in funding and reflects the WAF's commitment to enhancing these important programs. It is made possible, in part, to a successful Stoner House Campaign that has enabled the early retirement of the mortgage on the Stoner House in Madison.

As the cost of higher education continues to spiral upward and other sources for financial aid decline, the role of the WAF becomes more critical and significant. With your continued support, the WAF will be able to encourage the most talented Wisconsin students to pursue careers in architecture.

The WAF Board of Directors encourages you to support the goals and efforts of the Wisconsin Architects Foundation. As a 501(c)(3) tax-exempt organization, gifts to the WAF are tax deductible to the full extent allowed by law. Your continued financial support is very much appreciated. You also can help by advising your colleagues and associates about the benefits of contributing to the WAF.

There are numerous opportunities for supporting the WAF. AIA members can conveniently contribute to the WAF through a check-off on annual AIA dues invoices. You also may want to consider a specific bequest to the WAF as part of your estate planning. Innovative ideas for contributions are always welcomed. For example, Best Block Company donates a portion of the sales of its "Sound Cell" block to the WAF.

Annual Meeting

The Wisconsin Architects Foundation is a non-profit organization governed by a nine-member Board of Directors. WAF Board members for 1999-00 are:

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The WAF Annual Meeting will be held on April 12, 2000, at the Monona Terrace Community & Convention Center in Madison.

■ ***Building a better Wisconsin through architectural education.***

Thank you for your generous support!

The WAF Board of Directors would like to convey its deepest appreciation and a heartfelt "thank you" to the following individuals, firms and organizations. Their generous support in fiscal year 1998-1999 made the work of the Wisconsin Architects Foundation possible.

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Memorials

In 1998-99, contributions were received from the following individuals in memory of:
John Brust, Donald S. Carlson, Alexander C. Eschweiler, Jr., Erich Gnant, Paul Graven, Richard W.E. Perrin, Fitzhugh Scott Jr., and Richard Stith:

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VerHalen, Inc.
Wickes Lumber

<i>Project</i>	Countryside Community Church
<i>Location</i>	Oconomowoc, Wisconsin
<i>Architect</i>	MSI General Corporation
<i>General Contractor</i>	MSI General Corporation

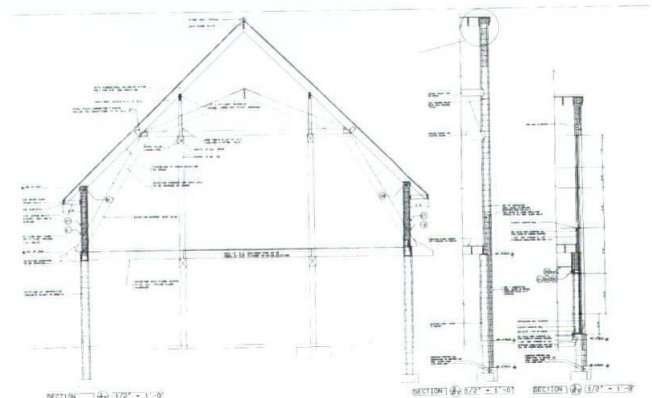
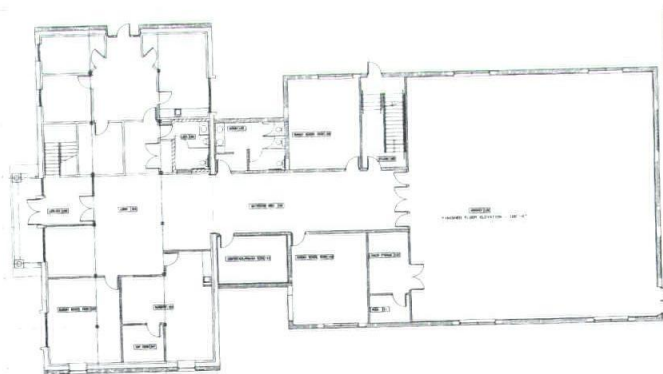
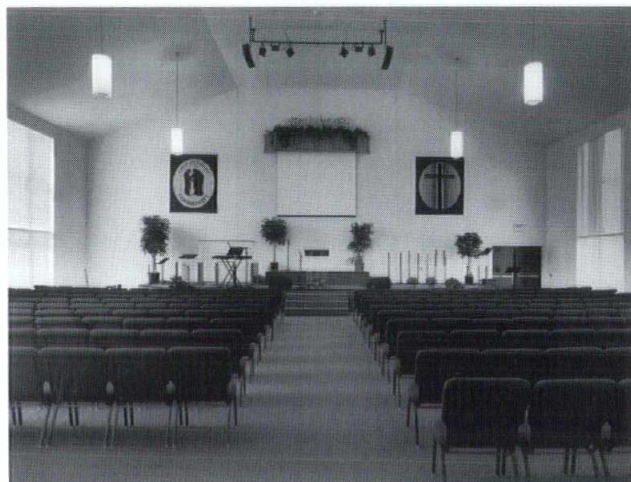
A small, but growing church had purchase forty acres of property with an existing gambrel roof, timber built, garden center barn on it. The program included a redesign of the barn to make it look like a church with future expansion plans in mind as well as the church's budget, local city requirements and state codes for an assembly building.

Pre-engineered roof trusses were laid on top of the existing gambrel to create a gable roof in keeping with a church image. Wood end walls of the structure were not in compliance of the state code for a two-story assembly building. Split face concrete block was chosen for bearing capabilities, fire resistant qualities, stone-like appearance and future availability.

This remodeled existing structure became the entry and gathering area for the new two-story addition. The addition incorporates a matching gable roof, concrete block details and Gothic shape two-story windows creating a brightly lit and airy worship space. Adjacent to the worship space are restrooms, Sunday school rooms and a prayer room.

To encourage congregation growth, the gable end of the church faces a high-traffic expressway to bring attention to the church and its location. Should the congregation decide to expand the facility, this addition would become the new entry to a large sanctuary and family life center.

Photography Kehoss Studios



<i>Project</i>	Jerusalem Presbyterian Church
<i>Location</i>	Wales, Wisconsin
<i>Architect</i>	MSI General Corporation
<i>General Contractor</i>	MSI General Corporation

The 86 year-old church with massive stained glass windows, had not seen much renovation since its original construction. Handicapped accessibility, restroom updates as well as space needs for administration, congregation gathering and a nursery were all addressed in the design solution.

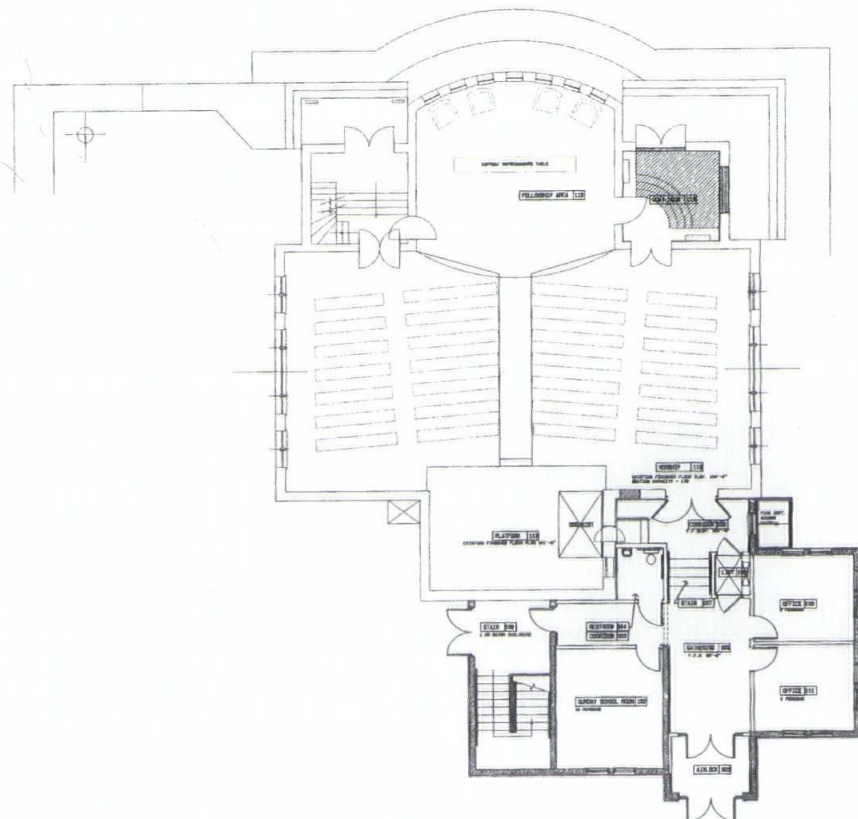
The back entrance, including the concrete steps was demolished and a 2,460 square foot addition with a connecting basement was added. This provides accessibility from the parking lot and preserved the brick church structure. The new space provides space on the entry level for a pastor's office, nursery, unisex restroom and elevator which accesses the entry level, sanctuary level and basement. The basement level provides Sunday School rooms, a men's and women's restroom and access to the church hall located in the existing basement.

The exterior design and material of the addition blends with the difficult to match existing structure. An economical and durable split face concrete block was chosen for its cut stone look and bearing capacities. The shape of the windows and exposed precast concrete lintels above were chose to match the existing structure.

A hipped roof simulates the roof style over the two existing entry towers. The new flat roof creates the ease of connection to the existing structure without disturbing it while allowing for proper roof drainage off of the existing church. A strategically placed skylight back-lights an existing stained glass window on one side of the pulpit platform.

The design solution also solved life-safety issues with proper distance exits for the basement and an addition of a fireman's access door.

Photography: Kehoss Studios



<i>Project</i>	Bishop O'Connor Catholic Pastoral Center
<i>Location</i>	Madison, Wisconsin
<i>Architect</i>	Flad & Associates
<i>General Contractor</i>	Tri-North Builders, Inc.

For more than 35 years, the former Holy Name Seminary on Madison's far west side, was a 230,000 square foot private boy's high school and seminary situated on a 70-acre parcel. In 1996, plans were approved for the Diocese to reorganize the administrative offices and agencies, then located on seven different sites, and consolidate them into one location with the seminary as their site.

The facility now serves as the unified home for Diocesan offices and agencies; the office of the bishop and administrators of the Diocese; and conference/retreat facilities, which include a cafeteria. Apartments for retired priests also were created. Additional landscape architecture was required, as well as new signage.

Ample wood and light create a warm, pleasant space for staff and visitors. A cross theme was incorporated into the millwork and etched on interior glass as a subtle hint of the facility purpose without creating a church-like atmosphere. Elegant, understated finishes and custom lighting all work together to create an inviting space.

Photography: Hedrick Blessing



<i>Project</i>	State Bank of La Crosse
<i>Locations</i>	La Crosse, Wisconsin
<i>Architect</i>	TCI Architects/Engineers/Contractor, Inc.
<i>General Contractor</i>	TCI Architects/Engineers/Contractor, Inc.

The bank has occupied the former McMillan Building in downtown La Crosse, constructed in 1888, since 1913. The project team's goal was to restore the building to its original grandeur after obtaining past photographs of the building dating back to 1892.

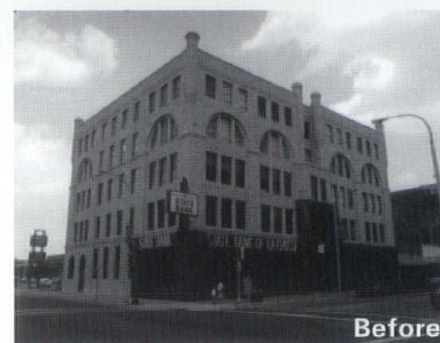
A new arched entrance to the north side was created. The construction took place concurrently with the new five-story stair tower added to the east side. Windows were replaced and granite panels on the south and west façades were removed. These panels were replaced with limestone, which created a match to the original stone.

Because of the limited amount of space, the landscaping architecture was a challenge. The goal was to breakup the sea of concrete and asphalt on the north and east sides. These landscaped areas took on a geological theme of the La Crosse area.

At completion, awnings simulating past canopies and the original restored brass signs were installed to the south and west façades.

The first three floors were remodeled and new electrical distribution and HVAC were installed throughout the five-story building. The remodeled areas included real estate, main lobby, an executive suite, conference rooms, human resources and the private banking area. The teller line was reconstructed and modernized to replicate the old teller line photos. Original pieces of the building, including stained glass windows, were discovered during renovation and incorporated back into the interior design.

Photography: Imageworks



Before

The circular atrium connector was designed as a signature entry. It was designed with exterior precast concrete panels to set this piece off from the predominately brick existing campus. The precast blends with limestone and precast detailing in the existing building. Aesthetically and functionally, the atrium serves as a clear entry point for both the medical office building and patient services at the north end of the hospital.

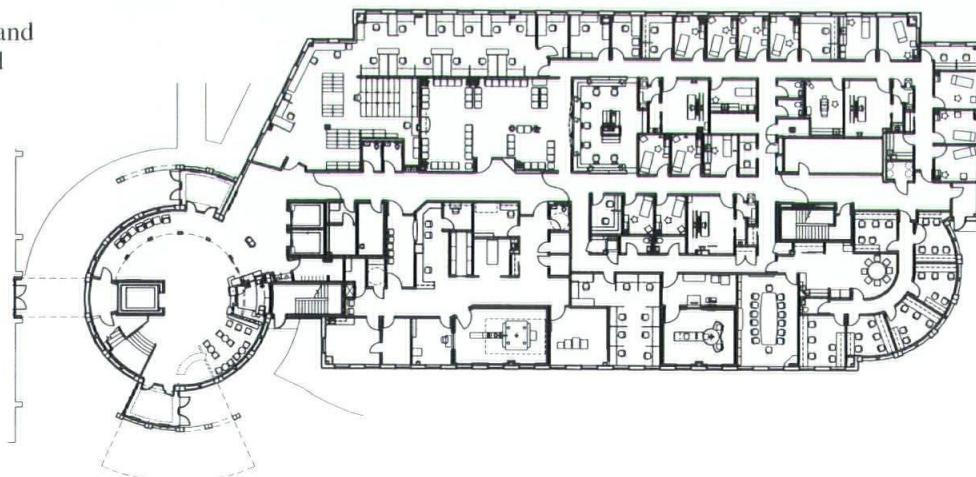
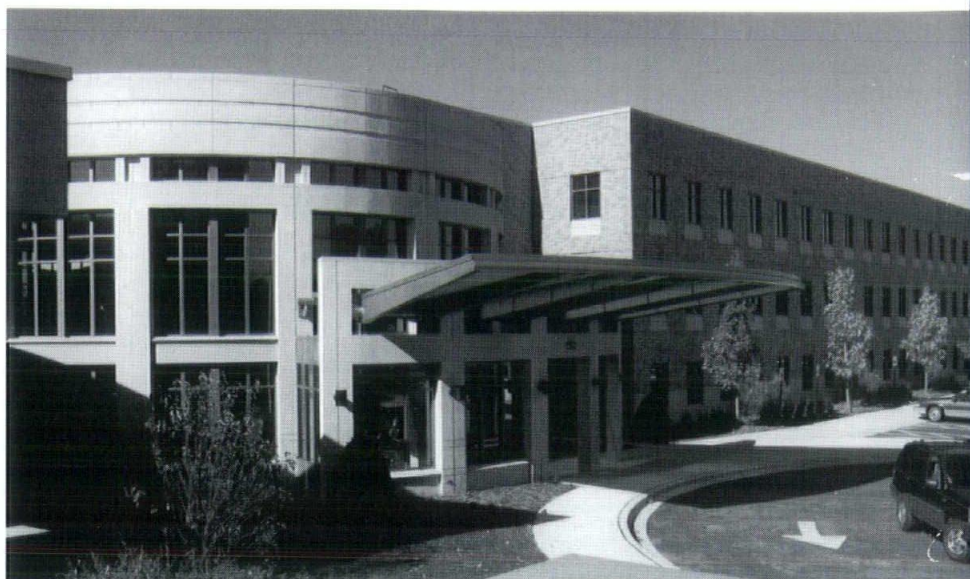
Circulation into the three-story office building is through the atrium to two elevators. A grand staircase and a separate freestanding focal elevator, built of masonry and precast to relate the inside of the building to the outside, take hospital patients to the bridge connector into the hospital.

Masonry was chosen for the exterior of the medical office building to match the existing hospital while still expressing the individuality of the new building. Brick patterning around the windows and subtle horizontal banding aligned with the new precast entry to provide compatibility with the circular atrium. The new facility expresses functional simplicity with subtle and unique detailing.

Recessed internal entries provide clear identification of each physician's suite. Carpet shapes of contrasting color relate to compatible ceiling shapes reinforcing the sense of entry to each suite.

Simple wayfinding to each suite and the highly designed reception and patient areas within each suite complete the project.

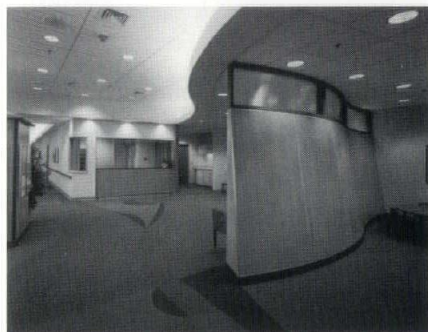
*Photography: Morley Johnson
Photography*



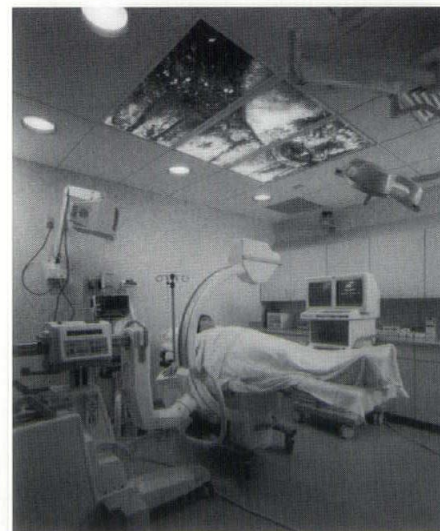
The new building addition houses Froedtert's renowned Cancer Center. To align with the hematology-oncology clinic in the existing building, the linear accelerators and high-dose radiation/brachytherapy rooms were laced on the third floor of the structure, creating a unique design challenge due to the massive weight and bulk of the radiation shielding required. The shielding, solid steel plates of up to 17" thick, embedded in massive four-foot-thick concrete slabs. The total weight of these treatment rooms is approximately 3,3000 tons, supported on large concrete piers and a three-foot thick mat foundation (400 yards of concrete) below the entire area of the treatment rooms. The solution to this design challenge was to place the cast-in place concrete vaults in parallel but separate structures immediately adjacent to the steel-framed building and give the appearance of a single structure.

Because of its third floor location, the center was able to take advantage of natural light and views to the outdoors. Cool hues of blues and plums were chosen to calm the mind and support the treatment process. This principle was incorporated into the artwork, furnishings and finish selections through color, texture and pattern.

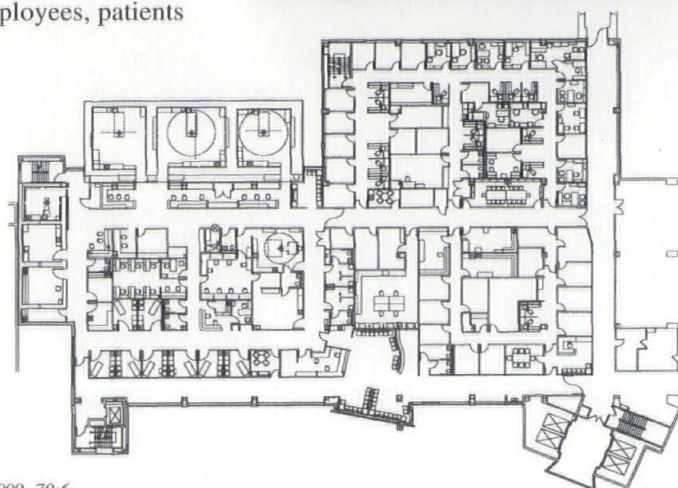
The layout of the Center was designed as a gradual progression through the treatment process. Preliminary exam areas are located toward the front of the center, while more in-depth treatments are located at the rear. Three large radiation treatment rooms are buffered behind a laminate wood-paneled feature wall. Backlit "photo-mural" images of nature are set into the ceiling directly above the equipment to provide a mental distraction for patients during the treatment process. Other functions housed in



the East Clinic are office and conference space for the Medical College of Wisconsin faculty, clinic space, pharmacy and related support areas. A full-service deli located on the second floor provides an enjoyable dining atmosphere for employees, patients and visitors.



Photography: Mofle
Photography



<i>Project</i>	Milwaukee Medical Clinic - Highpoint
<i>Location</i>	New Berlin, Wisconsin
<i>Architect</i>	Welman Architects
<i>General Contractor</i>	Grunau Project Development

Most clinic designs are intended to be functional and straight forward in their approach to serving patients' needs. This clinic's plan of operation was no exception. However, the owners did want the clinic to be noticed and become a fixture in the neighborhood.

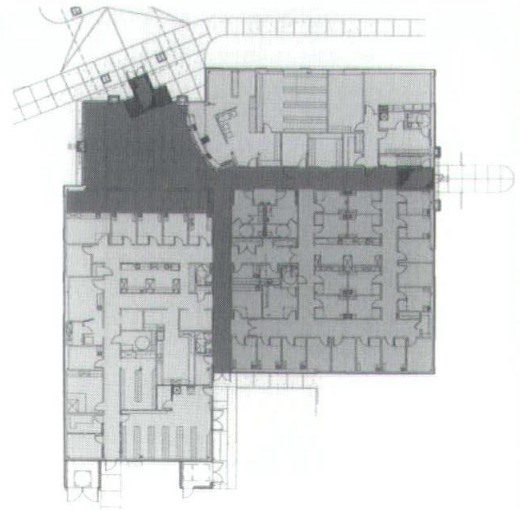
By locating a tall glass element on a corner adjacent to an intersection, most traffic would initially view and ultimately recognize the clinic's entrance as an identifiable landmark.

The glass lobby element was developed to connect the exam rooms, offices and nurses' stations with the lobby, check-in, waiting and drop-off/pickup area.

The program called for minimal use of windows in the building so a diamond pattern in the brick made the long expanse of windowless exterior interesting.

Upon entrance from the canopy, the lobby opens to a 32 foot ceiling, providing ample lighting for the reception space. A simple pallet of white walls and cherry paneling help keep the volume and height on a human scale.

Photography: Purcell Photography



The West Bend Clinic is a successful venture that has grown—from a small family practice occupying a single suite of offices less than ten years ago—to a 105,300 square foot multi-specialty clinic with an ambulatory surgery center.

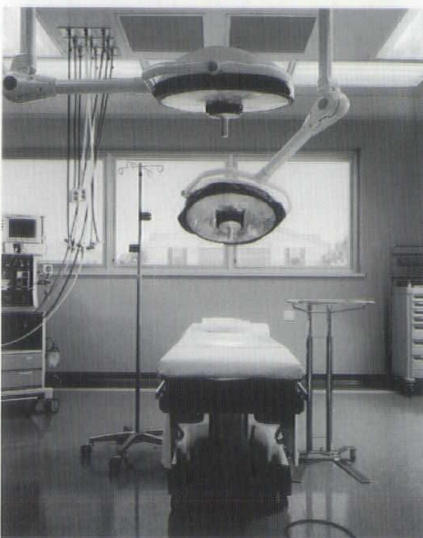
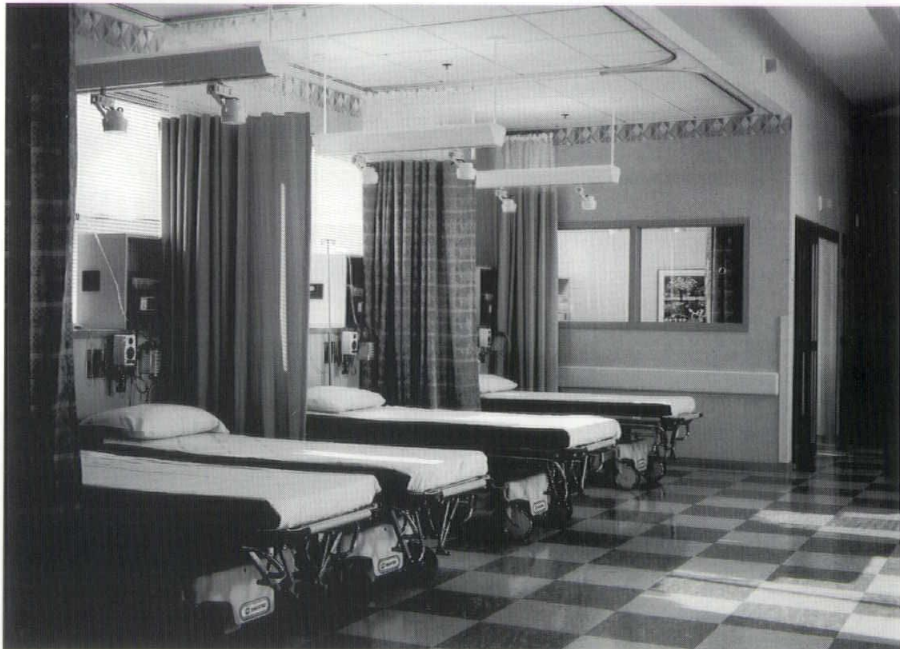
The original 26,000 square foot building, was built in 1990. The practice has flourished and doubled in size, to now include the four-O.R. ambulatory surgery center (ASC).

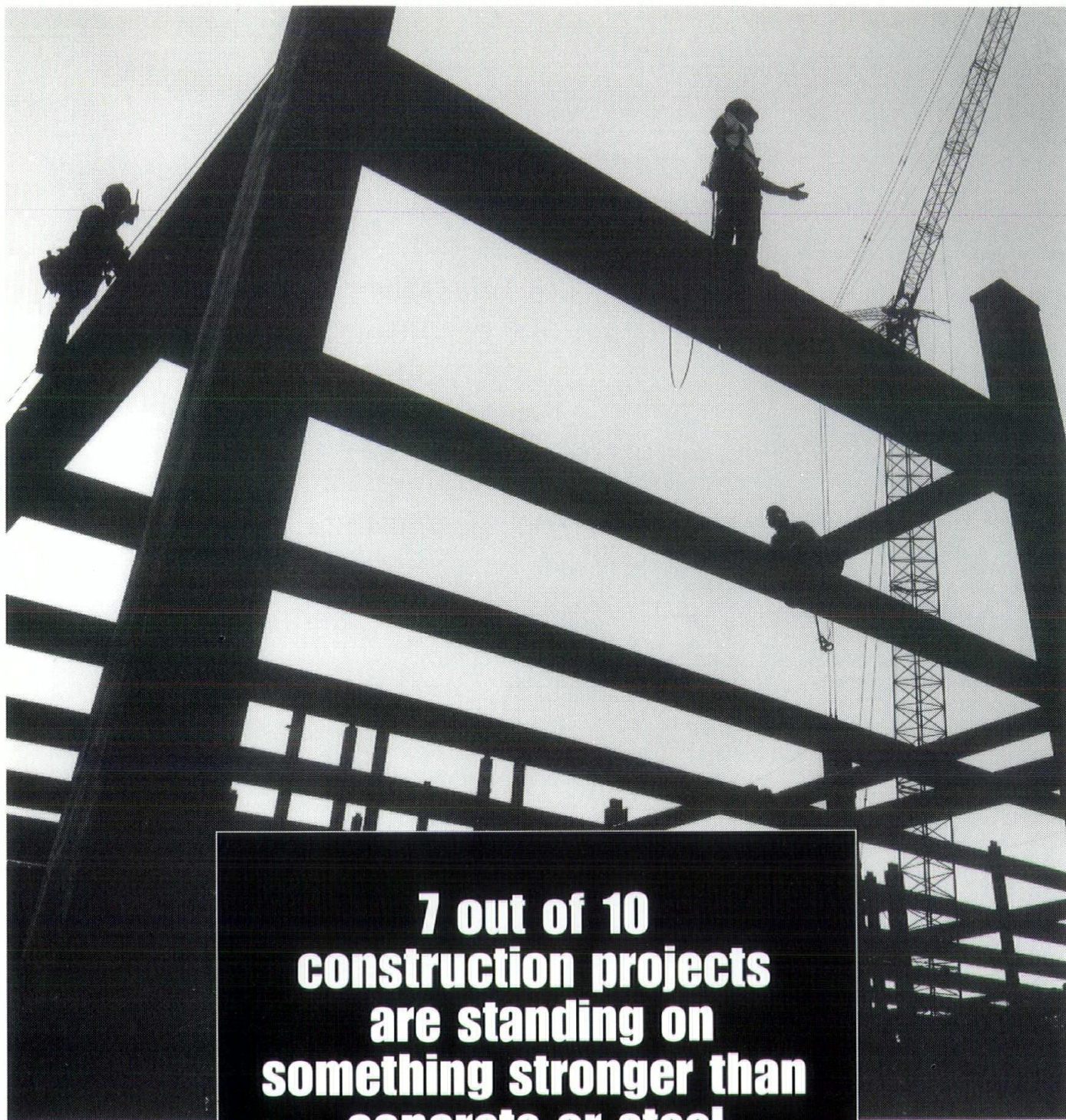
The clinic floor plan was designed to aid patients in wayfinding. The entry canopy provides patients with sheltered drop-off and pick-up, while marketing the main entrance with a soft glow as lights illuminate its translucent panels. Vaulted ceilings in the entryway and waiting areas on each floor echo the front canopy motif.

Skylights illuminate the main reception area, giving arriving patients an immediate focal point. Patients are directed to visible, sub-reception desks for check-in to specialty care areas. The open, circular railed stairwell leads to the lower level patient waiting and care areas.

The new ASC connects to the clinic and has its own entrance and parking. The use of light as a design element permeates the center. The four 20' by 20' operating rooms are unique with their large windows. Both level one and two recovery areas have windows that overlook a landscaped courtyard. The interior design palette varies from rich cherry wood paired with luxurious fabrics in natural, warm hues, to crisp and cheerful shades of aqua and teal. Light is abundant throughout. The overall effect is contemporary yet inviting.

Photography: Hedrich Blessing





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Consultant Directory



Teaming and working collaboratively with outside sources of expertise helps architects provide their clients with successful projects. This new annual *Wisconsin Architect Consultant Directory* was developed to aid architecture firms, clients and the public.

To be listed, the consultant must offer services to design and construction professionals in Wisconsin. The companies listed will welcome the opportunity to discuss your projects with you.

The *Wisconsin Architect Consultant Directory* is organized by category and includes the following information on each company: company name, web address, mailing address, telephone and fax numbers; email address, contact person and description of the company's service. The information was provided by the companies.

You are encouraged to keep the *Wisconsin Architect Consultant Directory* handy for reference throughout the year. Contact the consultants listed for further information about their practice and the professional services/products they can provide for your projects. If you have any suggestions for improving the *Consultant Directory* or wish to be included in future editions, please contact: AIA Wisconsin 321 S. Hamilton Street, Madison, Wisconsin 53703; (608) 257-8477/1-800-ARCHITECT.

Mark J. Kruser, AIA, Chair
Editorial Advisory Board

Wisconsin Architect magazine is the official publication of AIA Wisconsin, a Society of The American Institute of Architects.

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FAX: (920) 733-8578
E-mail: jeffarch@martenson-eisele.com
Contact: Jeffery W. Schulz, AIA

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Poynette, WI 53955
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Contact: Tom D. Lynch, CSI

Tom D. Lynch is a technical consultant to the ceramic tile industry. Besides owning and operating his own tile contracting company for eighteen years, Mr. Lynch has spent nearly three years as the Technical Services Manager for one of the major manufacturers of the ceramic tile setting materials. This technical exposure at the national level coupled with more than twenty years of experience in the field has uniquely qualified Mr. Lynch as one of the most knowledgeable ceramic tile consultants in the industry. Specification and recommendation services are offered, but performing on-site job inspections to determine causes of installation failures is, perhaps, his most valued service.

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E-mail: cgeiger@aomke.com
Contact: Chuck Geiger

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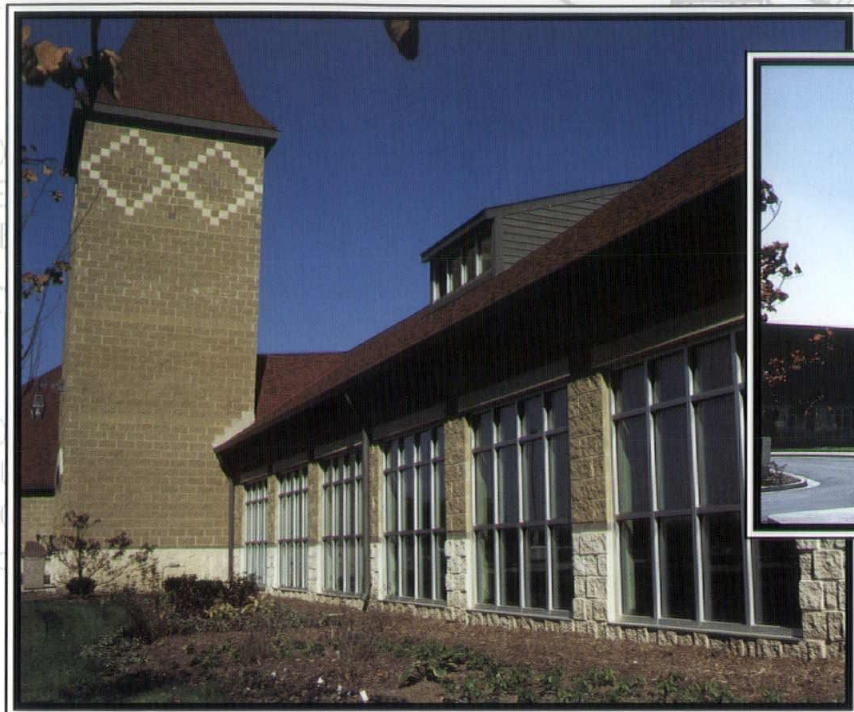
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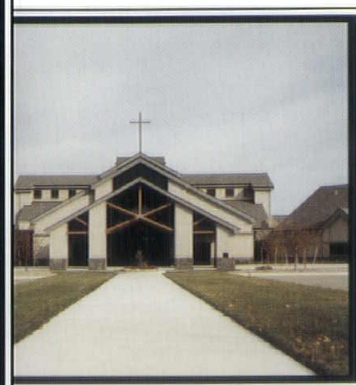
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FROM THE PRESIDENT



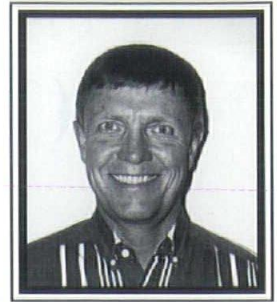
he WCMA Summer Meeting is now a memory but the results of our time together remain with us. Attendance at these business functions truly impacts decisions made on issues concerning our industry. Contributions from all attending provide important input, insight and organizational direction. Aside from the formality of the meetings, it was good to get together socially.

It was an honor to recognize **Wally Weber** from Bend Industries for his commitment to our association throughout the years. Once again, on behalf of WCMA, I'd like to thank Wally for everything he's done to ensure the stature and success of WCMA.

Supporting our industry today is more important than ever. I urge our membership to actively recruit new members. The competitive challenges we face today and will encounter tomorrow require greater cooperation amongst ourselves in order to effectively support and ensure the success of our industry. What better way is there than by being a member of the WCMA!

A factor that hinders the growth of our industry is the lack of trained and skilled masons. Last Fall, we had

programs in Rice Lake and Fennimore up and running. Rice Lake enrollment has slipped a bit. Please continue to recruit young people by speaking about the many advantages of a masonry career and direct them to an exceptional training program offered at Indianhead Technical College in Rice Lake.



In closing, it's not too early to reserve Thursday, April 22, 1999 for our annual 'Excellence In Masonry' Awards Breakfast. Once again, it will be held at the Monona Terrace during the A.I.A. - Wisconsin Convention. Who will win the Maynard W. Meyer Awards for 'Best Of Show' and 'Excellence?' Plan on being there to find out.

Happy Holidays!

Mark Tummett

WCMA President



WCMA *wishes you and yours a*



INSURANCE ON CONSTRUCTION PROJECTS



his article will consider insurance coverage issues that are fairly "unique" to the construction industry, including suretyship, property insurance, and liability insurance.

Surety bonds are issued for the benefit of the project owner, and of subcontractors, laborers, and materialmen on the job. The performance bond pays for completion of the work, if the contractor defaults. The payment bond covers unpaid subcontractors, laborers, and materialmen. The bond is usually provided by the general contractor but may also be required from subcontractors. The amount of the bond is the contract price, which is usually the maximum extent of the surety's liability. Claimants must prove the default and its financial consequences, as well as satisfy procedural requirements. Unlike property or liability insurers, sureties try to avoid taking any genuine risk at all. They do so by requiring the principal, and, usually, its controlling persons, to guarantee repayment to the surety of any losses it may suffer.

Surety bonds are normally required by statute on government jobs. On private jobs they are not required by law, but may be required by the owner. In Wisconsin, a properly written private surety bond also eliminates lien rights.

"Builder's Risk" insurance is, essentially, property insurance on a construction site. It is needed, because many standard property policies exclude losses incurred as a result of construction activities. A Builder's Risk policy covers that exclusion. It usually applies only to accidental or other unforeseen and unintended losses. Repairing defective workmanship is one important exclusion. Like other property policies, Builder's Risk coverage applies regardless of fault, provided the other coverage conditions are met. An important contract negotiating issue is whether the insurer may recover its payment, through subrogation, from persons whose fault may have caused the loss. Many construction contracts require the waiver of subrogation rights, on the assumption that the Builder's Risk insurer collects its premium precisely to bear that risk.

Liability insurance covers against claims by others, and should normally be carried by the owner, the architect/engineer, and contractors and subcontractors. An architect/engineer's Errors and Omissions (E&O) policy differs from the others by providing coverage for

professional negligence. To recover, it is normally necessary to prove that the architect/engineer failed to exercise that degree of care normally exercised by members of the profession in similar situations. Merely showing a failure of the design to achieve the intended purpose is insufficient; it is necessary to show negligence as well. Because of the breadth of coverage, E&O policies tend to be very expensive, compared to contractors' liability policies.

Some owners may themselves purchase "project specific" E&O coverage for their architects to be sure some coverage is available. Otherwise, there is a risk that relatively low policy limits may be used up on unrelated claims.

Contractors and subcontractors normally carry Commercial General Liability (CGL) policies. The basic standards for indemnification are that there be an "occurrence" (such as an accident or other unexpected and unintended loss), resulting in a claim for "bodily injury" or "property damage", which the insured is legally obligated to pay. The insurer has an obligation to defend against the claims as well as to indemnify. If a lawsuit involves both covered and uncovered claims, the insurer must defend the entire action. CGL coverage is much less expensive than an architect's E&O coverage. The reason is that there are many more exclusions in CGL policies. For example, CGL policies do not normally cover economic losses such as the consequences of delay. For another, there are exclusions for damage to the insured's own work, both during and after construction. Exceptions to the exclusion make this subject complicated and the source of quite a few disputes.

Liability insurance coverage disputes may result in protracted litigation. For example, the insurer temporarily defend its insured, pending a determination of its coverage. If it does this, its coverage defense may be decided if the case goes forward.

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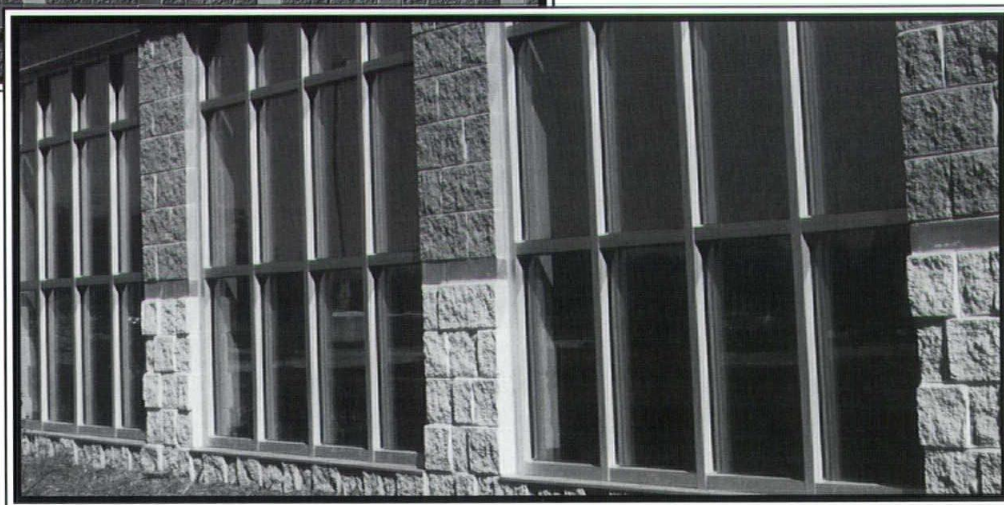
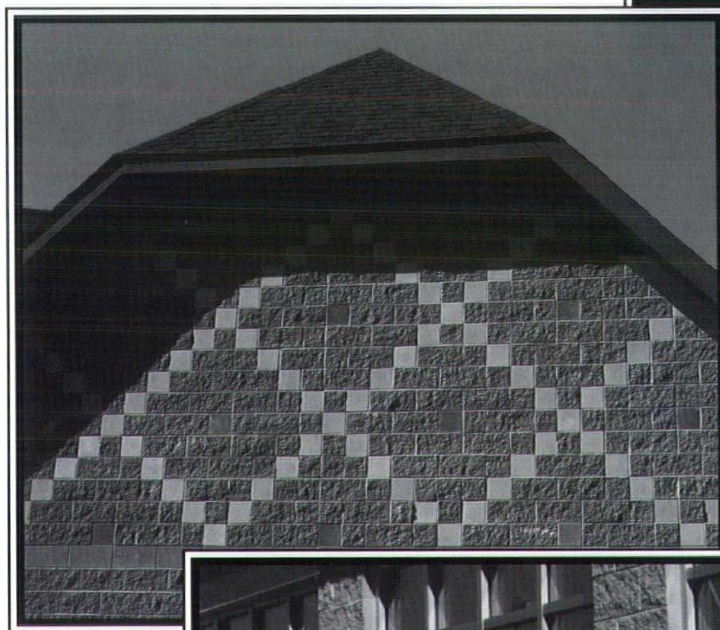
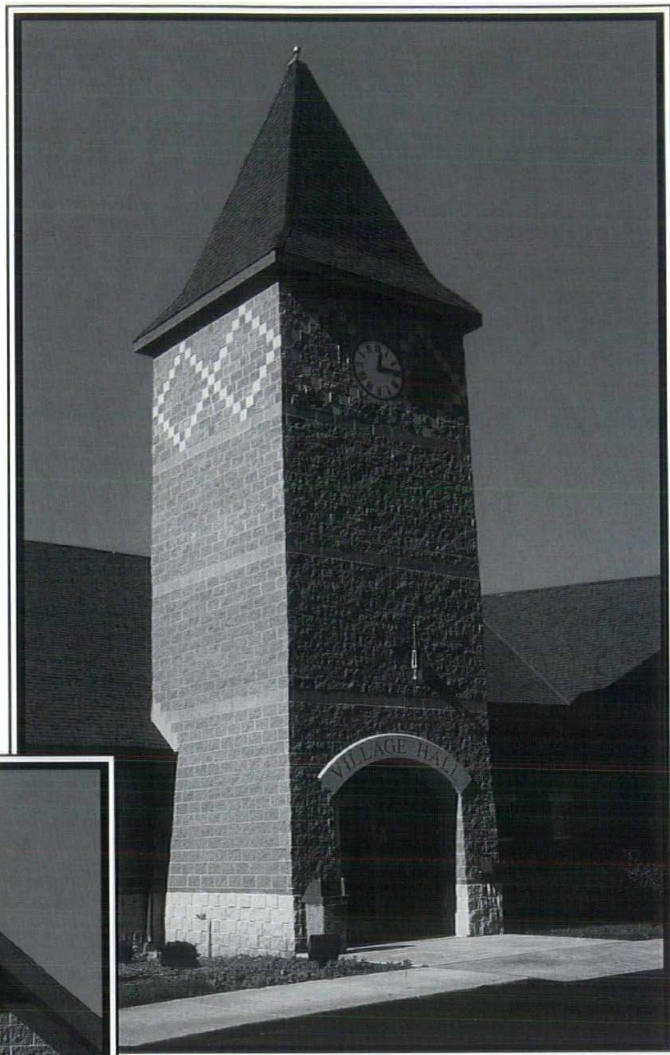
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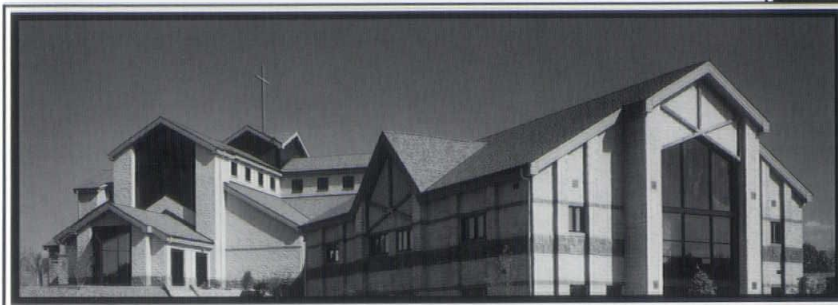
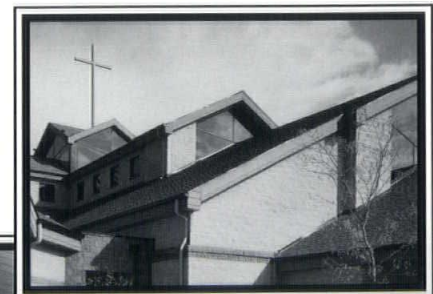
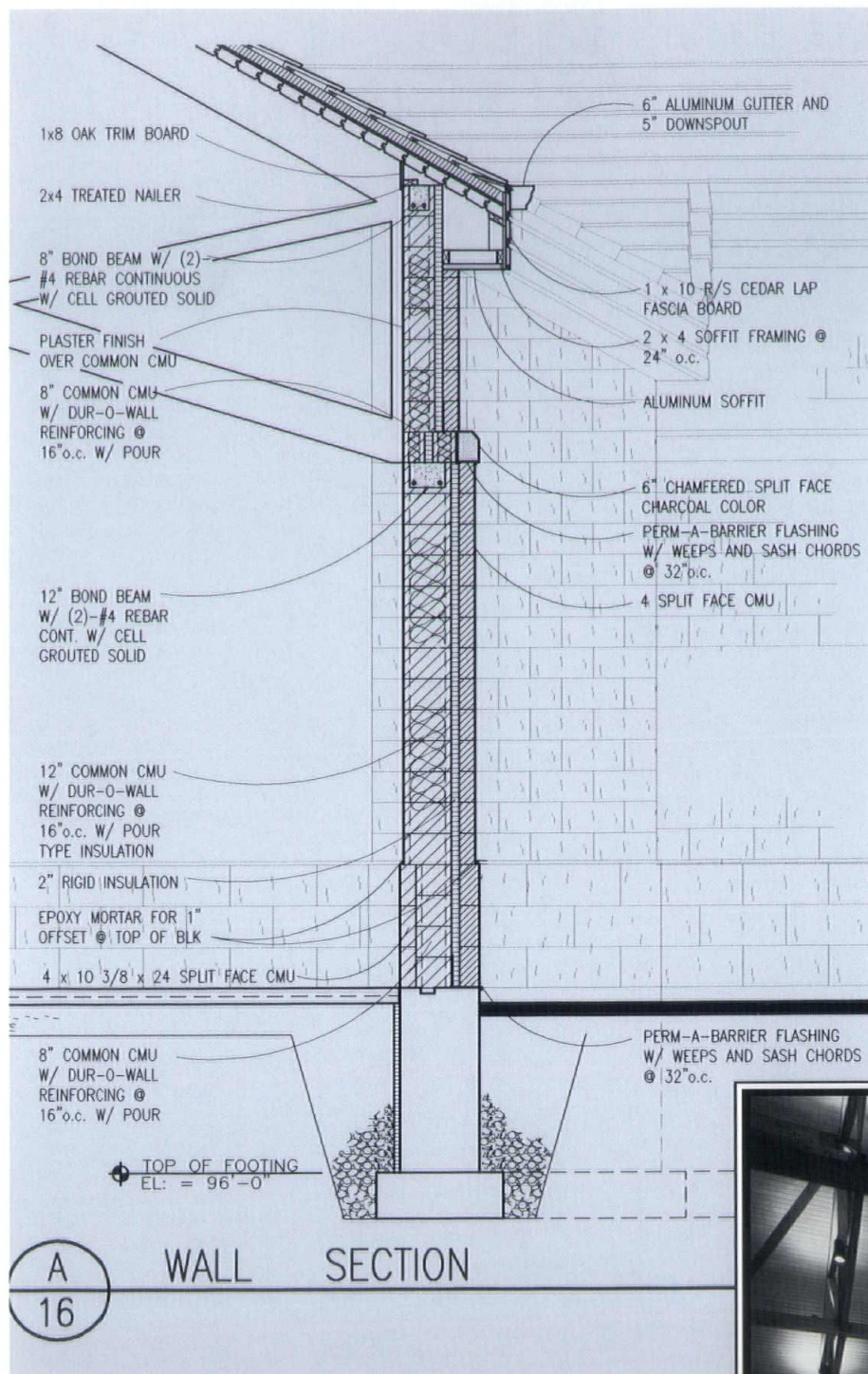
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NEW REQUIREMENTS FOR MASONRY FOUNDATION WALLS IN IBC



The International Building Code has revised the requirements for masonry foundation walls based on the Unified Soil Classification System. This means that the allowable foundation and lateral pressures are based on the type of soil, and help determine what reinforcing, if any, is required. The following table lists the class of materials and the allowable foundation and lateral pressure.

Class of Materials	Allowable Foundation Pressure (PSF)*	Lateral Bearing (PSF/FT Below Natural Grade)*	Lateral Sliding	
			Coefficient of Friction*	Resistance (PSF)**
1. Crystalline bedrock	12,000	1,200	.70	—
2. Sedimentary and foliated rock	6,000	400	.35	—
3. Sandy gravel and/or gravel (GW and CP)	5,000	200	.35	—
4. Sand, silty sand, clayey sand, silty gravel and clayey gravel (SW, SP, SM, SC, GM, and GC)	3,000	150	.25	—
5. Clay, sandy clay, silty clay, and clayey silt (CL, ML, MH, and CH)	2,000	100	—	130

The minimum thickness of masonry foundation walls that are laterally supported at the top and bottom shall comply with the following tables or shall be designed in accordance with ACI 530/ASCE 5/TMS 402. Foundations that are not supported top and bottom shall be designed in accordance with ACI 530/ASCE 5/TMS 402.

PLAIN MASONRY		Vertical reinforcement		
		Soil Classes and Lateral Soil Load* (psf per foot below natural grade)*		
Wall Height (ft)*	Height of unbalanced Backfill (ft)*	GW, GP, SW and SP soils 30	GM, GC, SM, SM-SC and ML soils 45	SC, MH, ML-CL and Inorganic CL soils 60
7	4 (or less)	8	8	8
	5	8	10	10
	6	10	12	10 (solid*)
	7	12	10 (solid ^b)	12 (solid*)
8	4 (or less)	8	8	8
	5	8	10	12
	6	10	12	12 (solid*)
	7	12	12 (solid ^b)	Note c
9	4 (or less)	8	8	8
	5	8	10	12
	6	12 (solid ^b)	12 (solid ^b)	12 (solid*)
	7	12 (solid ^b)	Note c	Note c
9	8	Note c	Note c	Note c
	9	Note c	Note c	Note c

		Vertical reinforcement		
		Soil Classes and Lateral Soil Load* (psf per foot below natural grade)*		
Wall Height (ft)*	Height of unbalanced Backfill (ft)*	GW, GP, SW and SP soils 30	GM, GC, SM, SM-SC and ML soils 45	SC, MH, ML-CL and Inorganic CL soils 60
TABLE 1805.5.1.2 8 in. Reinforced Masonry Foundation Walls where $d \geq 5$ IN ^{a,b,c}				
7	4 (or less)	#4 at 48" o.c.	#4 at 48" o.c.	#4 at 48" o.c.
	5	#4 at 48" o.c.	#4 at 48" o.c.	#4 at 40" o.c.
	6	#4 at 48" o.c.	#5 at 48" o.c.	#5 at 40" o.c.
	7	#4 at 40" o.c.	#5 at 40" o.c.	#6 at 48" o.c.
8	4 (or less)	#4 at 48" o.c.	#4 at 48" o.c.	#4 at 48" o.c.
	5	#4 at 48" o.c.	#4 at 48" o.c.	#4 at 40" o.c.
	6	#4 at 48" o.c.	#5 at 48" o.c.	#5 at 40" o.c.
	7	#5 at 48" o.c.	#6 at 48" o.c.	#6 at 40" o.c.
9	4 (or less)	#4 at 48" o.c.	#4 at 48" o.c.	#4 at 48" o.c.
	5	#4 at 48" o.c.	#4 at 48" o.c.	#5 at 48" o.c.
	6	#4 at 48" o.c.	#5 at 48" o.c.	#6 at 48" o.c.
	7	#5 at 48" o.c.	#6 at 48" o.c.	#7 at 48" o.c.
9	8	#5 at 40" o.c.	#7 at 48" o.c.	#8 at 48" o.c.
	9	#6 at 40" o.c.	#8 at 48" o.c.	#8 at 32" o.c.
TABLE 1805.5.1.3 10 in. Reinforced Masonry Foundation Walls where $d \geq 6.75$ IN ^{a,b,c}				
7	4 (or less)	#4 at 56" o.c.	#4 at 56" o.c.	#4 at 56" o.c.
	5	#4 at 56" o.c.	#4 at 56" o.c.	#4 at 56" o.c.
	6	#4 at 56" o.c.	#4 at 48" o.c.	#4 at 40" o.c.
	7	#4 at 56" o.c.	#5 at 56" o.c.	#5 at 40" o.c.
8	4 (or less)	#4 at 56" o.c.	#4 at 56" o.c.	#4 at 56" o.c.
	5	#4 at 56" o.c.	#4 at 56" o.c.	#4 at 48" o.c.
	6	#4 at 56" o.c.	#4 at 48" o.c.	#5 at 56" o.c.
	7	#4 at 48" o.c.	#4 at 32" o.c.	#6 at 56" o.c.
9	4 (or less)	#4 at 56" o.c.	#4 at 56" o.c.	#4 at 56" o.c.
	5	#4 at 56" o.c.	#4 at 56" o.c.	#4 at 48" o.c.
	6	#4 at 56" o.c.	#4 at 40" o.c.	#4 at 32" o.c.
	7	#4 at 40" o.c.	#5 at 48" o.c.	#6 at 48" o.c.
9	8	#4 at 32" o.c.	#6 at 48" o.c.	#4 at 16" o.c.
	9	#5 at 40" o.c.	#6 at 40" o.c.	#7 at 40" o.c.
TABLE 1805.5.1.4 12 in. Reinforced Masonry Foundation Walls where $d \geq 8.75$ IN ^{a,b,c}				
7	4 (or less)	#4 at 72" o.c.	#4 at 72" o.c.	#4 at 72" o.c.
	5	#4 at 72" o.c.	#4 at 72" o.c.	#4 at 72" o.c.
	6	#4 at 72" o.c.	#4 at 64" o.c.	#4 at 48" o.c.
	7	#4 at 72" o.c.	#4 at 48" o.c.	#5 at 56" o.c.
8	4 (or less)	#4 at 72" o.c.	#4 at 72" o.c.	#4 at 72" o.c.
	5	#4 at 72" o.c.	#4 at 72" o.c.	#4 at 72" o.c.
	6	#4 at 72" o.c.	#4 at 56" o.c.	#5 at 72" o.c.
	7	#4 at 64" o.c.	#5 at 64" o.c.	#4 at 32" o.c.
9	4 (or less)	#4 at 72" o.c.	#4 at 72" o.c.	#4 at 72" o.c.
	5	#4 at 72" o.c.	#4 at 72" o.c.	#4 at 64" o.c.
	6	#4 at 72" o.c.	#4 at 56" o.c.	#5 at 64" o.c.
	7	#4 at 56" o.c.	#4 at 40" o.c.	#6 at 64" o.c.
9	8	#4 at 64" o.c.	#6 at 64" o.c.	#6 at 48" o.c.
	9	#5 at 56" o.c.	#7 at 72" o.c.	#6 at 40" o.c.

(article continues onto next page)

NEW REQUIREMENTS *continued...*

Foundation walls constructed in accordance with the listed tables shall comply with the following:

1. Vertical reinforcement shall have a minimum yield of 60,000 psi.
2. The specified location of the reinforcement shall equal or exceed the effective depth, d , and shall be measured from the face of the soil side of the wall to the center of vertical reinforcement.
3. Concrete shall have a specified compressive strength of not less than 2,500 psi.

In lieu of the reinforcement provisions in the previous tables, alternative reinforcing bar sizes and spacings having an equivalent cross sectional of reinforcement per linear foot of wall is permitted to be used, provided the spacing of reinforcement does not exceed 72 inches and reinforcing bar size does not exceed No. 11.

The state of Wisconsin is planning to include similar requirements in the Uniform One & Two Family Dwelling Code ASAP and also plans on adopting the International Building Code some time in the future. We should begin designing our foundation walls in accordance with the requirements listed in this article.



Richard H. Walter, P.E./CAE
WCMA Executive Technical Director

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Antigo Block Company	County Concrete Corporation (cont'd.)
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715/623-4837	800/274-1118
	715/341-0990
Bend Industries	Oneida Concrete Products
Appleton, WI	Rhineland, WI
800/242-3134	715/365-6565
920/733-4904	Quality Concrete Products
West Bend, WI	Sussex, WI
800/686-2363	414/246-5050
414/388-5700	Waukesha Block Company
Best Block Company	Waukesha, WI
Milwaukee, WI	414/290-9000
800/782-7708	Winger Concrete Products
414/781-7200	Hazelhurst, WI
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800/242-7733	Madison, WI
414/734-7733	800/362-6633
Eau Claire, WI	608/845-8636
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Marquette, MI
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Miller Products & Supply Company
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Rochester, MN	Falls Dealer Supply Company	Butler, WI	Elkhart Lake, WI
800/722-0920	414/783-6460	800/777-9562	414/876-3611
Besser Company	Sheboygan Falls, WI	414/783-6460	Rockwell Lime Company
Roanoke, IL	800/242-7676	Lafarge Corp., Cement Group	Manitowoc, WI
517/354-4111	Giles Engineering Associates, Inc.	Milwaukee, WI	800/558-7711
Blue Circle Cement Co.	Waukesha, WI	800/678-6220	414/682-7771
Detroit, MI	414/544-0118	414/545-6220	Solomon Colors
313/842-4600	Grace Construction Products	Lehigh Portland Cement Company	Springfield, IL
Brett Admixtures	Milwaukee, WI	Burnsville, MN	800/624-0261
Eden Prairie, MN	800/558-7066	612/890-1600	West Materials, Inc.
800/989-0665	414/354-4208	Lightweight Distributing Company	Burnsville, MN
Columbia Machine, Inc.	Harcros Pigments, Inc.	Mound, MN	612/892-7305
Vancouver, WA	Fairview Heights, IL	800/848-4912	Western Lime Corporation
800/628-4065	618/242-0592	612/472-5080	West Bend, WI
Dixon Marquette Cement, Inc.	Hohmann & Barnard	Medusa Cement Company	800/433-0036
Bridgeview, IL	Hauppauge, NY	Milwaukee, WI	414/334-3005
800/234-5015	800/323-7170	800/433-3800	Wisconsin Electric Power Company-Minergy LWA
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847/577-6400	708/571-4321	Madison, WI	Wisconsin Lintel
	ICD	608/222-0111	Germantown, WI
	Milwaukee, WI		414/238-1899
	414/962-4065		
	414/332-9678		

MEETING CALENDAR

AIA-WISCONSIN
Parti '00' –
Convention & Expo
April 12 – 13, 2000
Monona Terrace
Madison, WI

"Excellence In Masonry"
Awards Breakfast
AIA-Wisconsin
Convention & Expo
April 13, 2000 8:00 A.M.
Monona Terrace
Madison, WI

CSI
Chapter Meetings
January 24th, 2000
February 28, 2000
March 27, 2000
April 24, 2000
May 22, 2000
All meetings @ Alioto's
Wauwatosa, WI

CSI Institute
Convention/Exhibit
June 21 – 25
Atlanta, GA

NCMA
Masonry Expo
January 16 – 19, 2000
Las Vegas, NV

WCMA
Annual Convention
February 13 – 15, 2000
American Club
Kohler, WI

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AIA - The American Institute of Architects/Wisconsin- (608) 257-8477
CMI - Concrete Masonry Industries- Dennis Wilichowski, (414) 362-7000
CSI - Construction Specifiers Institute- J. Gerard Capell, CCS (414) 962-4638
NCMA - National Concrete Masonry Association- (703) 713-1900
WSPE - Wisconsin Society of Professional Engineers- (608) 278-7000



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Contact: Clarence Huettenrauch, AIA, FCSI

Clarence Huettenrauch AIA, FCSI, CCS architect registered in the state of Wisconsin and other states. Practicing since 1956 as an architect. Firm now specializes in dispute resolution, roofing experts, masonry consultant, specification writing and expert witness work for roofing, masonry, and contract construction document interpretation. Clarence has authored many books and articles on roofing, masonry and construction practice. Paul J. Huettenrauch is with the firm as a project manager.

Construction Management

The Bentley Company

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The Bentley Company, founded in 1848, is the oldest construction company in Wisconsin, offering general contracting, construction management and preconstruction services for new construction, additions and renovations. The firm has extensive experience working with commercial, industrial, retail and institutional building owners. Recent projects include: American Cancer Society, Brett Favre's Steakhouse, Frank Lloyd Wright's Wingspread, Midwest Express Airlines, M&I Bank's, Jewel/Osco Stores. The Bentley Company providing construction services with a focus of building relationships to create lifelong clients with principles of trust, honesty, integrity and responsibility, is best known by their clients for our excellent track record in cost management, scheduling management and quality control.

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JFD has been providing project team leadership, construction management, owner representation and specialized, computer-based services such as CPM project scheduling to building construction owners for 10 years. Whether hired to take on total project responsibility under an owner's identity or hired on a short-term consulting basis, JFD can provide a multitude of development, management, monitoring and reporting services in the arenas of cost, time and quality control. JFD specializes in strategic roles on complex institutional projects in excess of \$10 million within southeast Wisconsin. Specialized assignments on any U.S. building project from owners, architects and builders are welcomed.

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Rettler Corporation is a multi-disciplined consulting firm established in Stevens Point, Wisconsin, in 1989. Our firm provides services in the areas of landscape architecture, engineering, land surveying, site construction management and site maintenance. Our diversity of project experience with Wisconsin school district's, park and recreation facilities and municipalities has provided insight to many facets of site development and management. Our staff of professionals has the experience and capability to assist in the development of your project from concept through construction and operation.

Consulting Engineering Services

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Arnold & O'Sheridan, Inc., Consulting Engineers, in a 115-person structural, mechanical, electrical, telecommunications, civil, power, and precast engineering firm with offices in Madison and Milwaukee serving the engineering needs of architects, owners, and contractors throughout the state of Wisconsin and nationwide. The firm specializes in architectural engineering, energy management consulting, power distribution, security/electronics, healthcare, industrial, and parking structure facilities.

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Harwood Engineering Consultants, Ltd., is a multi-discipline firm offering structural, mechanical, electrical, plumbing and fire protection engineering/design services. Sub-specialties are cladding, energy studies, building assessments, life cycle analysis, value engineering and creative lighting designs. Our portfolio includes Milwaukee Riverwalk and Grainger Hall, School of Business, University of WI. Our experience includes retail, commercial, institutional, municipal, educational and industrial buildings with extensive experience in correctional and medical facilities. We carry individual registration in 31 states and a number of corporate registrations. Our staff consists of 39 technical engineers, designers and CAD personnel, two lighting designers and three administrative support. A senior registered engineer heads each department.

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Lang Associates, Inc. is a full service consulting electrical engineering firm that specializes in the design of power, lighting, automation, and telecommunications systems for a wide variety of applications. Our experience includes system design for educational, healthcare, criminal justice, municipal, aeronautic, and industrial, as well as SCADA and control systems for water and wastewater facilities.

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MES is a regional consulting engineering firm, founded in 1989, specializing in geotechnical engineering, construction monitoring and materials testing, environmental site assessments, and asbestos-lead paint surveys. MES is an employee owned company, maintaining branch operations throughout the Midwest, including three in Wisconsin. Collectively, MES maintains a fleet of company owned and operated modern drilling rigs.

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MES is a regional consulting engineering firm, founded in 1989, specializing in geotechnical engineering, construction monitoring and materials testing, environmental site assessments, and asbestos-lead paint surveys. MES is an employee owned company, maintaining branch operations throughout the Midwest, including three in Wisconsin. Collectively, MES maintains a fleet of company owned and operated modern drilling rigs.

Expert Witness: Roofing, Masonry

Clarence Huettenrauch AIA FCSI CCS Architect

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Contact: Clarence Huettenrauch, AIA, FCSI

Clarence Huettenrauch AIA, FCSI, CCS architect registered in the state of Wisconsin and other states. Practicing since 1956 as an architect. Firm now specializes in dispute resolution, roofing experts, masonry consultant, specification writing and expert witness work for roofing, masonry, and contract construction document interpretation. Clarence has authored many books and articles on roofing, masonry and construction practice. Paul J. Huettenrauch is with the firm as a project manager.

Fire Protection/Engineering/Design

Arnold & O'Sheridan

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Contact: Chuck Geiger

Arnold & O'Sheridan, Inc., Consulting Engineers, in a 115-person structural, mechanical, electrical, telecommunications, civil, power, and precast engineering firm with offices in Madison and Milwaukee serving the engineering needs of architects, owners, and contractors throughout the state of Wisconsin and nationwide. The firm specializes in architectural engineering, energy management consulting, power distribution, security/electronics, healthcare, industrial, and parking structure facilities.

Harwood Engineering Consultants, Ltd.

7420 W State St.
Milwaukee, WI 53213-2736
Phone: (414) 475-5554
FAX: (414) 475-5698
E-mail: harwood@hecl.com
Contact: Danny Ho, P.E.

Harwood Engineering Consultants, Ltd., is a multi-discipline firm offering structural, mechanical, electrical, plumbing and fire protection engineering/design services. Sub-specialties are cladding, energy studies, building assessments, life cycle analysis, value engineering and creative lighting designs. Our portfolio includes Milwaukee Riverwalk and Grainger Hall, School of Business, University of WI. Our experience includes retail, commercial, institutional, municipal, educational and industrial buildings with extensive experience in correctional and medical facilities. We carry individual registration in 31 states and a number of corporate registrations. Our staff consists of 39 technical engineers, designers and CAD personnel, two lighting designers and three administrative support. A senior registered engineer heads each department.

Value Engineering, LLC

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885 Western Ave., Ste. 400
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E-mail: vinfo@val-eng.com
Contact: Jim Michels

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Contact: Arlan Kay

Architecture Network, Inc. has a diverse practice that emphasizes a hands-on approach to a diverse array of high quality projects, from residential to commercial. The firm draws on the unique skills of each of its principles, ranging from historic restoration to renovation and adaptive reuse. The firm has received numerous state and local awards for its architectural projects over the years. ANI offers a full range of services from research, feasibility and planning, to architectural design and construction services. Architecture Network's philosophy emphasizes respect and understanding of existing and historic structures, while integrating current functional and building system requirements.

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Harwood Engineering Consultants, Ltd.

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Strang, Inc.

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E-mail: information@strang-inc.com
Contact: Ann E. Leahy

Founded in 1935, Strang, Inc. is an architectural, engineering and interior design firm specializing in research and development, corporate office, higher education, and telecommunications facilities. In addition to HVAC and plumbing design, our engineering services include building communications and security systems, energy analysis and management studies, safety and fire protection, maintenance programs, site engineering, mechanical systems analysis, cost estimating, and start up assistance. Strang's interior designers specialize in creating interior spaces that support our client's strategic goals, reflect their corporate image, and provide

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Interior Design

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E-mail: jeffarch@martenson-eisele.com
Contact: Jeffery W. Schulz, AIA

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National Survey & Engineering

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Contact: Arlen Ostreng, P.E.

Ramaker & Associates is a consulting engineering firm offering civil engineering and design, site development, municipal engineering, geotechnical engineering, stormwater management, surveying and is nationally recognized as a leader in the design of indoor/outdoor aquatic facilities.

Rettler Corporation

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FAX: (715) 341-0431
E-mail: info@rettler.com
Contact: Rick Rettler

Rettler Corporation is a multi-disciplined consulting firm established in Stevens Point, Wisconsin, in 1989. Our firm provides services in the areas of landscape architecture, engineering, land surveying, site construction management and site maintenance. Our diversity of project experience with Wisconsin school district's, park and recreation facilities and municipalities has provided insight to many facets of site development and management. Our staff of professionals has the experience and capability to assist in the development of your project from concept through construction and operation.

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FAX: (414) 351-7085
E-mail: buettner@iswi.nett1
Contact: Gerard A. Rewolinski

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Landscape Architecture.

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Contact: Eugene Potente

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Contact: Tim Robertson

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Clarence Huettenrauch AIA FCSI CCS Architect

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Contact: Clarence Huettenrauch, AIA, FCSI

Clarence Huettenrauch AIA, FCSI, CCS architect registered in the state of Wisconsin and other states. Practicing since 1956 as an architect. Firm now specializes in dispute resolution, roofing experts, masonry consultant, specification writing and expert witness work for roofing, masonry, and contract construction document interpretation. Clarence has authored many books and articles on roofing, masonry and construction practice. Paul J. Huettenrauch is with the firm as a project manager.

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E-mail: info@andersonillustration.com
Contact: Jim Anderson

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FAX: (920) 822-1329
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E-mail: ericko@att.net
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E-mail: mschmidt@aomad.com
Contact: Michael L. Schmidt, PE, AIA, SE

4125 N. 124th St.
Brookfield, WI 53005
Phone: (414) 783-6130
Fax: (414) 783-5121
E-mail: cgeiger@aomke.com
Contact: Chuck Geiger

Arnold & O'Sheridan, Inc., Consulting Engineers, in a 115-person structural, mechanical, electrical, telecommunications, civil, power, and precast engineering firm with offices in Madison and Milwaukee serving the engineering needs of architects, owners, and contractors throughout the state of Wisconsin and nationwide. The firm specializes in architectural engineering, energy management consulting, power distribution, security/electronics, healthcare, industrial, and parking structure facilities.

Harwood Engineering Consultants, Ltd.

7420 W State St.
Milwaukee, WI 53213-2736
Phone: (414) 475-5554
FAX: (414) 475-5698
E-mail: harwood@hecl.com
Contact: Danny Ho, P.E.

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6411 Mineral Point Rd.
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Phone: (608) 276-9200
FAX: (608) 276-9204
E-mail: information@strang-inc.com
Contact: Ann E. Leahy

Founded in 1935, Strang, Inc. is an architectural, engineering and interior design firm specializing in research and development, corporate office, higher education, and telecommunications facilities. In addition to HVAC and plumbing design, our engineering services include building communications and security systems, energy analysis and management studies, safety and fire protection, maintenance programs, site engineering, mechanical systems analysis, cost estimating, and start up assistance. Strang's interior designers specialize in creating interior

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Phone: (414) 290-9000
FAX: (414) 290-9125
E-mail: info@spancrete.com
Contact: Greg Holewinski

2448 Century Rd.
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Phone: (920) 494-0274
Fax: (920) 494-7901
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Clarence Huettenrauch AIA FCSI CCS Architect

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Phone: (414) 241-8221
FAX: (414) 241-8221
Contact: Clarence Huettenrauch, AIA, FCSI

Clarence Huettenrauch AIA, FCSI, CCS architect registered in the state of Wisconsin and other states. Practicing since 1956 as an architect. Firm now specializes in dispute resolution, roofing experts, masonry consultant, specification writing and expert witness work for roofing, masonry, and contract construction document interpretation. Clarence has authored many books and articles on roofing, masonry and construction practice. Paul J. Huettenrauch is with the firm as a project manager.

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Menomonee Falls, WI 53051-2071
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FAX: (414) 255-7931
E-mail: randy@irsroof.com
Contact: Randy J. Marquardt

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Harwood Engineering Consultants, Ltd.

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Clarence Huettenrauch AIA FCSI CCS Architect

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Phone: (414) 241-8221
FAX: (414) 241-8221
Contact: Clarence Huettenrauch, AIA, FCSI

Clarence Huettenrauch AIA, FCSI, CCS architect registered in the state of Wisconsin and other states. Practicing since 1956 as an architect. Firm now specializes in dispute resolution, roofing experts, masonry consultant, specification writing and expert witness work for roofing, masonry, and contract construction document interpretation. Clarence has authored many books and articles on roofing, masonry and construction practice. Paul J. Huettenrauch is with the firm as a project manager.

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Contact: Diana Redlich

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FAX: (414) 272-2001
E-mail: mtendler@kahlerslater.com
Contact: Matthew Tendler, AIA

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Harwood Engineering Consultants, Ltd.

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FAX: (414) 475-5698
E-mail: harwood@hecl.com
Contact: Danny Ho, P.E.

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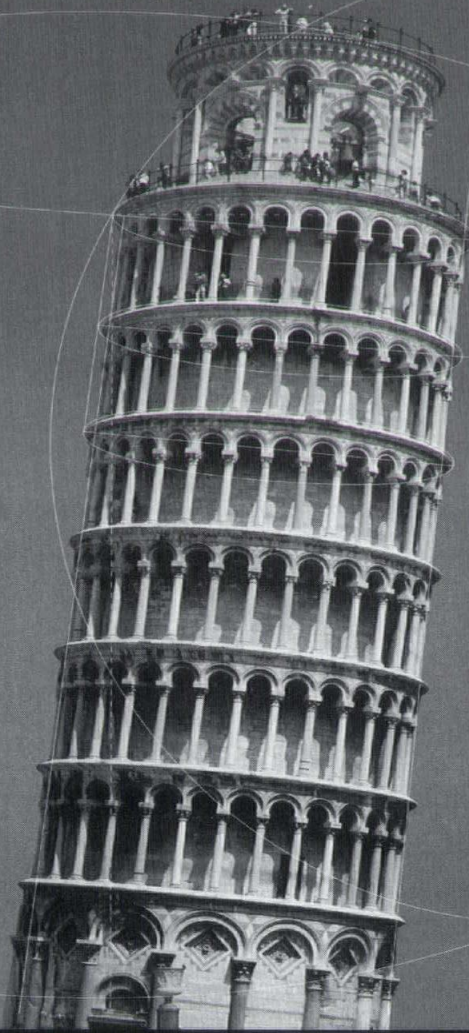
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E-mail: jeffarch@martenson-eisele.com
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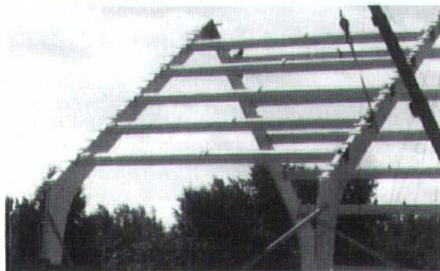
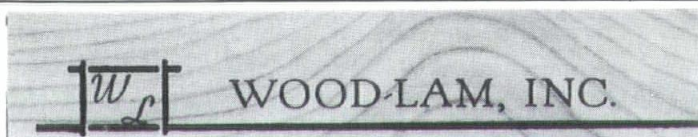
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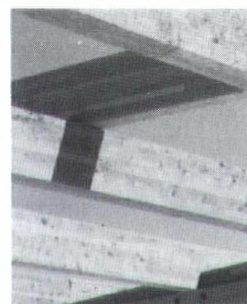
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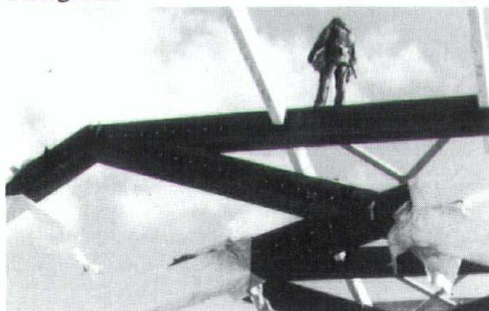
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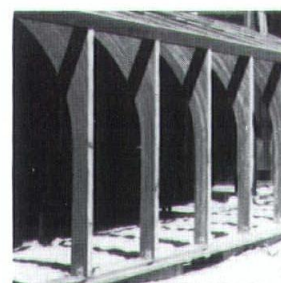
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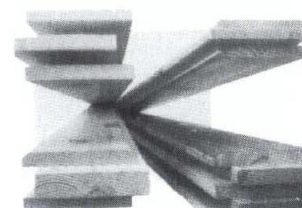
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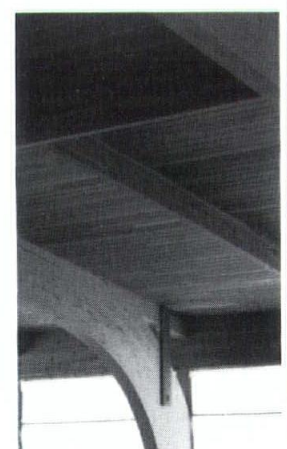
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Architecture is Art

Over the years, quite a few architects, myself included, have become troubled and increasingly concerned about the future of our profession. Starting in the eighties more and more commercial and institutional buildings have not been designed by architects, but by owners, developers, tenants or builders. These clients simply prescribed the required building area in square feet at the desired cost, hiring the architect to do not much more than to "make the exterior look good" and to prepare contract documents good enough to obtain the obligatory code approval and building permits. Thus, such arrangements produced far too many so called "quality buildings," which, scantily clad in fake skin-deep facades, usually sported pretentious deformities as "decorative" elements. Mercifully, the saving grace was that most of them carried only a predictably limited life-cycle expectation.

What about the building process itself? We know the chances for the successful execution and completion of a construction project are greatly enhanced by the cooperation of all the participants in this activity. Building is a complex under-taking. It requires constant coordination and concise communication between all members of the project team. The ardent wish to see owners, builders and designers work hand in hand in benevolent cooperation is burning in every architect's heart.

But reality as we know it creates relationships that bear competitive rather than cooperative fruit. We find construction managers operating without an architect's license, but not deterred to assume the role of the architect, particularly in the "value engineering" phase of a building project. However good its intent, "value engineering" may occur without proper evaluation of the architect's design intent and without regard to the life-cycle cost of a project. This in turn may lead to the very opposite inferred by the concept of "value," namely to a devaluation of

the original design concept and to the cheapening of original quality building materials with inferior substitutes.

Besides construction managers, quite a few other building-related occupations challenge our previously undisputed authority. Professional engineers are permitted to engage in architectural practice, unrestrained and without a shadow of a guilt. Interior designers compete with architects in space planning and interior architecture. General contractors control the purse strings of a project in negotiated guaranteed cost contracts. Design-builders offer an owner their one-source responsibility from architectural design through construction to final occupancy. And sadly, the design of residential buildings, the bread and butter of young European architects, is in our country the unchallenged domain of home builders with rarely outstanding results.

I suspect that in the United States the status and the influence of the architect as a respected and socially successful professional is gradually eroding, despite the self-serving assertions of our "excellence and leadership." Right now, the present economy provides abundant opportunities for feats of successful salesmanship and increasingly lucrative monetary returns. The question is, how much of this lucky windfall does finally trickle down to benefit our young production staff, the future generation of architects?

According to information in one of the publications of The American Institute of Architects, the disparity between architect executive pay and that of recent graduates is among the highest in the United States. Young architects, after six to seven years of higher education, are earning only half the wages of engineering and one-third that of new law school graduates. An architecture graduate with up to five years' of work experience earns a salary comparable to about 32% of a partner's salary in the U.S., Australia and most of Europe. Only in

Scandinavia is the difference significantly less: an architecture graduate there receives between 53% to 64% of a partner's salary and between 60% to 70% of a chief architect's salary.

To be or not to be an architect, that is the question. What advice should we as practicing architects give young women and men who are agonizing over this career selection?

Being a well-to-do architect and designing great buildings may be an exciting dream to a bright high school senior. But, facing reality, who in his right mind wants to go to work, day in and day out, for mediocre pay at a sewing machine called a CAD station in mediocre offices on mediocre projects? The road to architectural fame and fortune can be a slippery and torturous one, more often than not littered with failure and frustration. Choose architecture only if you are convinced that you have a truly outstanding talent and feel an irresistible calling for this work. Definitely do not expect much money or social prestige. And, if you do become an architect, you may consider the possibility that one day you may find yourself plodding along, dour, disappointed and depressed, having sold yourself out for an insecure joyless job with an uncertain promise of a more or less modest retirement.

So, in the shadow of such dire forecasts, who wants to become an architect? Is it no longer true that architects come and go, but the profession lasts forever? Is our ancient time-honored metier slowly withering on a sour grapevine? And, if that is true, what can we do about it? How can we still attract talented, idealistic young people, so desperately needed to rejuvenate and revitalize our outlook and attitudes? In order to continue the traditional cultural impact on the arts and society in general, we must inspire, inform and guide not only our clients and the public, but

also and even more so our present and future professional staff.

It is up to us to keep architecture an art, not a mere business. As all true art, good architecture will find its value as an investment in the quality of our work, establish our reputation, and consequently provide well-deserved financial returns. As art, it will reject work driven by the thoughtless expedient, the slick cliché and the careless copy. As art, it will apply original, technically up-to-date and creatively unique solutions to shape the contemporary environments needed and worthy of tomorrow. I envision this approach will create buildings whose success can be measured in terms of improved performance, service and economy, and whose individuality will make a distinctive and lasting contribution to our living and work environment.

The ultimate success of architects is gained not by their shrewd business sense and rare ability to accumulate wealth, not by their persuasive presentation skills and silver-tongued salesmanship, and not by their admirable administrative expertise. It is measured only by the outstanding quality of their work. Architects' real

success is embodied in the buildings they design and build, and in the resolute perseverance of their creative spirit. Being an architect is not only our occupation, it is who we are, not merely what we do. Let us not obscure this fact by disguising and accepting ourselves as competent service providers, efficient managers, loyal employees, servile businesspeople and social climbers.

I believe the main "business of architecture" is not business, but the obligation to create good architecture, and that the ultimate commission of an architect is the building, not the design and detail documents. Building good architecture is an art and the very core and *raison d'être* of our professional existence. As the most meaningful expressions of building all through history show, architecture at its best is and has always been contemporary and not imitative by aping past visions. Good architecture remains the art of shaping our daily lives by original ideas and inventing new environments, appropriate not for our yesterdays, but for our todays and our tomorrows.

Some of us architects who belong to The American Institute of Architects

(AIA) may even imagine that AIA could also stand for "Architecture Is Art." With this new meaning in mind, let us bring within the scope of our work a practical, but more joyful, creative and passionate approach to building. Doing so, we will recognize that the creative combined with the practical is that which not only excites our expectations and fires our imagination, but also works well, makes good sense, is efficient and economical and still preserves the basic values of beauty, function and performance in our buildings.

Without our renewed dedication to good architecture, we will continue to face an ever-increasing challenge to our traditional role as the prime building professional. Without making the effort to rediscover what is truly important in our profession, we may not only lose our influence and importance, we may lose the very reason for our existence and may indeed be replaced by those who are more assured of their identity and much more confident in their purpose.

EDITOR'S NOTE: The author is senior project manager and director of specifications with Plunkett Raysich Architects, Milwaukee.

Bugby Building

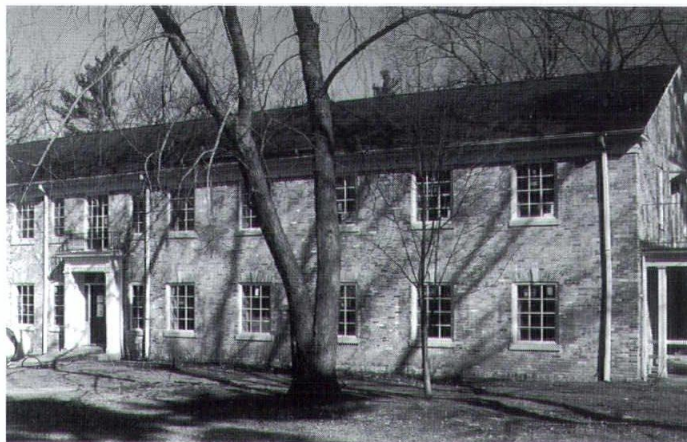
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CALL FOR ENTRIES AIA WISCONSIN DESIGN AWARDS 2000



The Design Awards Committee invites your participation in the 2000 AIA Wisconsin Design Awards program. The Awards Reception will be held on April 12 in Madison. A display of the winning projects will be featured at the 2000 AIA Wisconsin Convention on April 12 & 13 at the Monona Terrace Community & Convention Center. Every AIA Wisconsin member is encouraged to enter projects.

AWARDS

Awards may be given in either of two categories: **Honor Awards** will be granted for overall design excellence, and **Merit Awards** will be given where a particular aspect of project design is deserving of recognition, such as detailing, energy efficiency or adaptive use. There are, however, no submittal classifications, number of awards to be given or detailed criteria beyond those in this announcement. Non-building designs are encouraged. The projects are not to be judged in competition with each other, but rather by measuring the architect's performance against each project's potential. Thus, projects of ordinary program or modest budget can merit an award based on the architect's skill in optimizing the design opportunity.

The Architect, Owner and Contractor of each winning entry will receive a certificate of the award. Winning architects will be requested to prepare a 40" x 40" project presentation board for display at the 2000 AIA Wisconsin Convention and throughout the state during the year.

ELIGIBILITY AND AUTHORSHIP

Projects must have been designed by architect members of AIA Wisconsin with construction completed by **January 1, 2000**. Projects previously submitted and not receiving an Honor or Merit Award are eligible. Where design input arises from two or more architectural firms, they shall be listed alphabetically, using the name of those firms at the time of their design contribution. The **design architect** must be an **AIA Wisconsin member**; and all other participants substantially contributing to the design of the project must be given credit as part of the submission.

ENTRY SUBMISSIONS

All materials shall be submitted in an 8 1/2" x 11", 10-20 page, clear acetate-sleeved black binder furnished by the entrant. Each submission shall contain the following in the following order.

1. A concise one-page **statement** describing the Owner's program, site description including any significant physical parameters, factual statement of the design solution and a statement of why the project should be considered for an award.
2. 8 1/2" x 11" **drawings** showing:
 - A. Site Plan
 - B. Floor Plan of Principal Floors
 - C. Building Sections where informative.
3. 8" x 10" or 8 1/2" x 11" **photographs** showing all exterior elevations that are required to reasonably describe the project, and interior photos where appropriate. For designs that do not include building exteriors, include photographs, diagrams, drawings and/or other analysis sufficient to reasonably describe the project. (Photographs should not be permanently affixed to backing. A photograph of project with people to show the design in use is encouraged, but not required.)
4. 2" x 2" color **slides** approximating each of the vantage points represented in the photographs (#3 above) and of the plan, site plans and building sections (#2 above). These are to be collected in a loose transparent plastic slide-pocket sheet clipped inside the binder's back cover. Please limit the number of slides to 12.
5. The last page of the binder shall contain a plain opaque envelope containing the **Concealed Identity** of the architect, client, contractor and consultants on the form that will be sent to you confirming your entry. A second envelope marked "**Press Release**" should contain a written statement suitable for press release. The architect's name is not to appear anywhere else in the submitted material.

AIA Wisconsin will not accept responsibility for errors in submitted material. By making a submission, each entrant certifies that permission has been obtained from the photographer to publish the photographs and slides submitted.

DATES, FEES AND ENTRY FORMS

Entrants shall provide an advance registration fee of \$85 for each project entered, payable to **AIA Wisconsin**, forwarded with an entry letter and postmarked no later than **February 7, 2000**. The entry letter shall be addressed to the Design Awards Committee and contain the name of the project to be submitted, firm name and entry fee check. All completed submissions must be received at the AIA Wisconsin office in Madison no later than **5:00 p.m., February 29, 2000**. Please forward all fees, entries and inquiries to: Design Awards Committee, AIA Wisconsin, 321 South Hamilton Street, Madison, WI 53703; 1-800-ARCHITECT, (608) 257-8477.

RETURN OF ENTRIES

All entries will be returned within one year after their use by AIA Wisconsin for publicity in the interest of the profession. Earlier return may be arranged by request.



2000 AIA Wisconsin Architecture Firm Award

Call for Entries

The AIA Wisconsin Board of Directors and Firm Award Committee invite members and others to submit nomination materials for the AIA Wisconsin Architecture Firm Award program.

The Architecture Firm Award is the highest honor that AIA Wisconsin, the state society of The American Institute of Architects, can bestow on a member-owned firm. The Architecture Firm Award will be presented at the 2000 AIA Wisconsin Convention. The following provides important information regarding the purpose of the award, award criteria, eligibility requirements and nomination procedures. Please read all the information carefully and adhere to the guidelines. If you have questions about the Architecture Firm Award, please contact the AIA Wisconsin office.

Purpose

The purpose of the Architecture Firm Award is to recognize an AIA Wisconsin firm for outstanding achievement in the advancement of the architectural profession for a period of at least ten years through significant contributions in one or more important areas of practice, including architectural design, building technology, education and research, community leadership, public service and awareness and service to the AIA at the local, state or national level. This is the highest honor that AIA Wisconsin can bestow on a member-owned firm.

Eligibility

Wisconsin-based firms that have at least one principal who is an Architect member of The American Institute of Architects and AIA Wisconsin and that have provided architectural services in Wisconsin for a minimum of ten consecutive years are eligible. Firms that no longer exist are not eligible. Prior recipients are not eligible to receive more than one Architecture Firm Award in a fifteen-year period.

Award Criteria

Nominations for the Architecture Firm Award will be judged on the firm's significant contributions in one or more of the following important areas of practice:

- ✓ Architectural design
- ✓ Building technology
- ✓ Education and research
- ✓ Community leadership, public service and awareness
- ✓ Service to the AIA
- ✓ Other significant contributions to the advancement of the architectural profession

Selection will be based on the preponderance of evidence of significant contributions provided in the nomination materials. No individual award criteria or contribution to a particular area of practice will have any

more weight than any other. For Wisconsin-based firms with offices in other states, the award will be based on significant contributions for which the Wisconsin office is primarily responsible.

Nominations

Eligible architecture firms may nominate themselves or be nominated by someone else, including community groups and others outside of AIA Wisconsin membership. All nomination materials shall be submitted in a single 8½" x 11" format clear acetate-sleeved three-ringed black binder furnished by the nominator. The nomination materials should clearly demonstrate the significance and ongoing quality of the firm's contributions in reference to the specific areas of practice established for the award. Nomination submissions shall contain the following documentation in the following order:

1. A concise summary statement in support of the nomination that highlights the firm's significant contributions, identifies specific area(s) of practice in which these contributions have been made and describes why firm should be considered for the award. This summary statement should not exceed three pages. Summary statement shall be signed by individual or by authorized officer of organization submitting the nomination.
2. History of the firm, including description of its founding, areas of practice, notable contributions, significant projects and principals. This narrative should not exceed two pages.
3. No more than 20 graphic images (e.g. photographs, drawings, slide transparencies, etc.) of firm's work that relate to award criteria and demonstrate a consistent pursuit of excellence. Appropriate credit for all such graphic images shall be included.
4. No more than five 8" x 10" black-and-white glossy photographs of representative work for publication by AIA Wisconsin, including photography credits. (Photographs should not be permanently affixed to backing.)
5. List of awards, honors or recognition received by the firm.
6. List of books, articles or publications written about the firm's work or professional contributions; published materials written by the firm may be included.
7. Completed "Firm Data Sheet," including signature of a principal of the nominated firm. (This form is available from the AIA Wisconsin office.)

All nomination materials submitted, including slides and photographs, shall be retained by AIA Wisconsin for historical records and for use in publicity in the

interest of the profession. It is recommended that only duplicate slide transparencies and photographs be submitted with nomination. It is critical that all information presented is accurate and complete. AIA Wisconsin will not accept responsibility for errors in the submitted nomination materials. By submitting a nomination, the nominator certifies that permission has been obtained from the photographer(s) to publish the images included.

Nomination Deadlines

The deadline for submitting nomination for the AIA Wisconsin Architecture Firm Award is **January 14, 2000**. Nomination materials must be received at the AIA Wisconsin office by no later than 5:00 p.m. on this date. An entry fee of \$85.00, with check made payable to "AIA Wisconsin," shall accompany the nomination. No exceptions or extensions will be granted. Nomination materials should be addressed for delivery to:

Firm Award Committee
AIA Wisconsin
321 S. Hamilton Street
Madison, WI 53703-4000

Jury

A distinguished jury comprised of two AIA-member architects and two public representatives shall review all nominations received by the deadline that conform to the established nomination submission requirements. No more than one Architecture Firm Award shall be awarded per year. The selection by the jury shall be final.

Award Presentation

The firm selected to receive the Architecture Firm Award shall be notified during the first week in March or as soon as practicable following the jury's selection. The formal presentation of the award will take place during a special awards program at the AIA Wisconsin Convention.

The 2000 AIA Wisconsin Convention is scheduled for April 12 & 13 at the Monona Terrace Community & Convention Center in Madison. The award-winning firm will be requested to prepare an exhibit for display during the Convention. A special article on the firm and its significant contributions to the practice of architecture also will be published in Wisconsin Architect magazine.

Firm Award Committee

The Firm Award Committee was established by the AIA Wisconsin Board of Directors in October 1996 to develop recommendations for the Architecture Firm Award program. It includes a representative from each of the four local AIA Chapters in Wisconsin. The committee is responsible for coordinating the awards program and for assisting in the selection of the jury.

Marketing or Sales:

Are you too busy for your own good?

The market for design professional services is at one of its all time highs. In fact, for many firms right now, it is almost in a state of frenzy. Along with all of the usual problems that come along with a long "bull market," one of the issues that persist in haunting many firms is the tendency of many clients to relegate design services to a commodity status. So, yes, everybody is really busy and most people are making money. However, the risk/return ratio of the industry remains inadequate. This seems to be the case whether looking at reported returns, or simply talking with principals about results. One of the reasons for this has to do with the fact that volume is high, but competition in its purest form keeps the pressure on fees. In this type of climate, it is tempting to cut down on the marketing and sales effort, under the premise that we have more work than we can deal with at the moment. However, marketing and sales are two distinctly different issues and cutting back on them unilaterally may be a very bad idea.

Let's talk first about marketing. There are a number of definitions that float around about what marketing really is. The classical definition is that marketing is the process of determining what people need and developing goods and services that meet those needs. Noted consultant Peter Drucker once defined marketing as everything that you do as seen through the eyes of your customer. One of my favorite definitions of marketing came from an engineering firm principal who simply said, "Oh, that's all that stuff that you do so that you don't have to sell so hard." Actually, these are all pretty good definitions of marketing and they speak separately to why marketing must exist as a functional area of the business and should NOT be compromised, no matter how busy the market is. Here is a list of some of the top reasons why cutting the marketing budget and process is a mistake:

- **Fee Commoditization**-As referenced above, clients will buy on price if you let them. You can not differentiate successfully without an aggressive marketing strategy and program in place.

- **Positioning Battle**-There is a massive battle taking place among different service providers to get next to your clients and take over their decision making processes. Participants in this battle range from contracting firms and design firms to big six accounting firms. Design firms who cut marketing will win a short-term margin battle, but lose the war.

- **Marketing Misunderstanding**-The belief in many design firms that marketing exists only to increase sales is erroneous and reflects a fundamental misunderstanding of what marketing is all about. What you want your marketing program to do is to constantly increase the volume of opportunities from which you have to choose. Increased margin comes from being able to pick and choose.

- **RFP Chasing Inefficiencies**-Most design firms have become quite expert at structuring departments to constantly respond to the continuous flow of RFPs. The RFP departments are a perfect application of Parkinson's Law, which says that the work always expands to meet the time allotted. After all, there is no such thing as a "perfect" proposal, so they simply work on it until it's due. Sound marketing is the only way out to this spiral of inefficiency. The marketing program is what makes the telephone ring. It is the difference between chasing RFPs as another commodity and serving clients who are uniquely interested in doing business with your firm. You do not want to give up that kind of edge in any market.

- **Economic Cycles**-If you live long enough, you do become a believer in these. A sound marketing program is critical to riding through the down times. A rising tide lifts all ships, which pretty much describes the current state of the industry. Only the well-positioned, well-marketed firms have the ability to generate consistent earnings, even in the face of declining markets.

So you need to keep the marketing engine going at all times. That means continuous process marketing, of the sort that keeps your firm positioned in the minds of your target market participants. Not the "let's add more horse power to the proposal department" marketing. The more business you bring in without jumping through the hoops of an RFP process, the better.

Selling is a subset of marketing. It is one of the things you do to pull in business through the door. Selling involves the face-to-face work of meeting with prospects and clients to convince them to do business with your firm. Frankly, it is one of the things that design firms often do insufficiently. Marketing ends up "state-of-the-art," but not enough principal time is going into developing relationships that directly source the business. It is also tempting in today's environment to cut back on the sales hours because, after all, we have more business than we can handle.

Maybe you have too much to keep up with allowing you to allocate all of the time to the sales process that you would in a tight market. To lower some of the direct sales time spent might make sense, because you do not require as much of it to produce an equivalent or superior lead flow. However, you should be cautious about cutting out so much of the face-to-face time that you become disadvantaged when the market turns. Here are some of the main reasons that some degree of sales effort needs to be maintained:

- **Emotional Bank Balance**-Steven Covey first articulated the idea of relationships having "positive and negative balances." Failure to invest in relationships just because "you don't need somebody" in the short run can prove disastrous in the long term. Clients don't like to be abandoned and they will remember it.
- **Defensive Strategy**-Your clients were all someone else's before you got them. Some degree of continual presence is required to keep any relationship fresh.
- **Over Reliance on Client Base**-Repeat business is a wonderful thing, but it is more valuable to be in a position that frees you from the fear of losing any one account. Also, any business needs a continual inflow of new leads and business to stay viable. The best quality of new business will not be found without a concentrated business development effort that focuses on new accounts.
- **Anchor for Marketing**-The best marketing program in the world will be ineffectual without a vibrant sales effort. Far too many design firms have built great marketing plans, but fall flat in their efforts because not enough people are willing to get out and generate client relationships. Sales is ultimately the harvesting of the marketing investment.
- **Competition for Client Control**-The positioning battle mentioned above applies to sales as well as marketing. The delivery system and service provider that a client selects on a given project will often be a function of who has invested the personal time in convincing them on which way to go and who can look out for their interests.

Most design firms are functional businesses. Simply put, that means they must do three things well: They must get the business, produce it, and have systems in place to keep score on the results that they achieve. Most design firms are culturally attuned to the production side of the business. Getting the business is sometimes seen as a necessary evil, even in a tough market. It becomes especially easy to let it slide in a strong market for the services.

Most firms would be well served to keep the marketing engine humming and making sure that at least a minimum degree of sales contact is being maintained.

The market today is about as healthy as it can get. The temptation for many firms is to maximize every ounce of resource they have in producing a return on today's business. This is an understandable notion, but caution is in order. I see so many firms that are so busy right now; that they are not taking near the care they should with the fundamental health and infrastructure needs of the business. A rising tide lifts all the ships, but only the well tended will survive the other part of the inevitable cycle. It takes tremendous discipline and intestinal fortitude to sacrifice today's return for the long-term health of the business. However, unless you are only in business for the short term, a solid marketing and sales program is an essential part of making sure that you continue to thrive in the future.

EDITOR: The author is with FMI, a management consulting firm specializing in the design and construction industry. He can be reached at (919) 787-8400 or hharris@fminet.com.

State Budget

On October 27, Governor Thompson signed into law the state budget for the 1999-01 biennium, after exercising his line-item veto authority 255 times. The budget bill had been stalled in the Wisconsin Legislature since July.

AIA Wisconsin focused its lobbying efforts on four budget issues: design-build authority for local governments, state aid for school construction, the Percent for Art program and a surcharge on licensing exam fees. "Thanks to effective grassroots legislative contacts by members and successful coalition building with allied organizations, AIA Wisconsin was successful in achieving most of our goals regarding the state budget," according to Legislative Committee chair Fred Zimmermann, AIA, Madison.

- **Design/Build** – The state budget authorizes Milwaukee County to use the "design-build construction process" for a new sheriff's department training academy. The Governor vetoed provisions authorizing the Milwaukee Metropolitan Sewage District to use design-build on certain types of projects. In his veto message, the Governor stated, "I believe that design-build construction can bring efficiencies and cost savings in public projects and I encourage the Legislature to consider legislation making it available to all governmental units in the state." AIA Wisconsin asked the Governor to veto the design-build provisions in the budget, arguing that such a complex and controversial issue should be considered as separate legislation.
- **School Construction** – The state budget maintains current law regarding state aid for school construction costs. It also maintains current law for the scheduling of local referenda. AIA Wisconsin was a member of the "Coalition for Modern Schools" that lobbied to

protect the two-thirds state funding for school construction projects and local flexibility in holding referenda.

- **Percent for Art** – While it was threatened in the Wisconsin Assembly, the state budget maintains funding for the Percent for Art program. As in past budget debates, AIA Wisconsin supported continued funding for this valuable program that incorporates art into state building projects.
- **Exam Fee Surcharge** – The budget includes a 10% surcharge/skim-off on state licensing exam fees, including the ARE. AIA Wisconsin was not successful in convincing the Governor to veto the exam fee surcharge.

Other state budget items of interest include the neighborhood schools initiative for Milwaukee, incentives for local comprehensive planning and "smart growth" initiatives, expanded funding for the sustainable urban development zone pilot program for brownfields, development of model local ordinances to address nonpoint source water pollution abatement and no funding to lease/purchase the private prison facility being developed in Stanley.

"For the most part, it appears that the new state budget is positive for AIA Wisconsin members," Zimmermann notes.

Planning Report

Since 1986, the leadership of AIA Wisconsin has retreated to a log cabin in the woods once a year for a two-day long-range planning session. This year's planning retreat was held in August and included members of the Board of Directors, officers of the local Chapters, committee chairs and past presidents.

The planning session was facilitated by AIA Wisconsin Vice President Robert E. Shipley, AIA. It began with status reports on the long-range "action plans" adopted at the 1998

retreat and a review of the results from the 1999 "AIA Report Card" survey of AIA Wisconsin members.

The AIA's new "Aligning the Institute for the Millennium" strategic long-range plan, *The AIM Report*, was used to identify issues and focus discussion. The seven strategic "objectives" outlined in *The AIM Report* were reviewed and discussed in relation to AIA Wisconsin programs and services.

Planning retreat participants identified opportunities, challenges and priorities for AIA Wisconsin, which were used to establish long-range "strategic objectives" and "action plans." The two strategic objectives focus on *member services* and *public awareness*. Three action plans were developed to address each objective.

• **Inclusiveness & Advocacy** –

Aggressively broaden membership base to be more inclusive and focus services to anticipate and creatively respond to member needs. Initiate and encourage results-oriented advocacy with government, educational institutions and industry, speaking with a clear, consistent and knowledgeable voice.

Action Plans:

- Aggressively broaden membership base.
- Enhance value of AIA/CES.
- Strengthen linkage of UWM and AIA Wisconsin.

• **External Dialogue & Partners** –

Seek opportunities and create mechanism to foster dialogue that engages the architect with the marketplace. Identify, promote and enhance strategic partnerships between members, their clients and other contributors to the built environment.

Action Plans:

- Foster external dialogue with marketplace and encourage partnerships with allied organizations at the local Chapter level.
- Initiate state activities to foster external dialogue and assist local Chapters to engage the marketplace.

- Activate a committee to coordinate, encourage, assist and monitor state and local Chapter public awareness activities.

The "1999 Long-Range Planning Report" was approved by the AIA Wisconsin Board of Directors at its October meeting. For a copy of the report, contact the AIA Wisconsin office.



WAF Grants

The Wisconsin Architects Foundation has announced an Educational/Public Awareness Grant program. For fiscal year 1999-00, the WAF Board of Directors has approved \$5,000 in grant funds to support quality continuing education programs and public awareness initiatives provided by or in conjunction with local AIA Chapters in Wisconsin.

The purpose of the WAF Educational/Public Awareness Grant program is to help underwrite the cost of local continuing education programs for AIA Wisconsin members and to encourage Chapter involvement in local programs that will increase the public's awareness of architecture.

"This grant program reflects the WAF's commitment to supporting life-long learning and enhanced public awareness of our built environment," according to WAF President Gil Snyder, AIA, Milwaukee. "By increasing the funds available for this program, the WAF Board hopes to encourage local architects to collaborate with other community organizations in sponsoring valuable public awareness initiatives."

The WAF Educational/Public Awareness Grant program is made possible

by contributions to the WAF by architects and allied design and construction industry leaders. Architects and others interested in continuing education and public awareness programs are encouraged to work with local AIA Chapter officers in applying for the WAF grants.

Directors-At-Large

Members of AIA Wisconsin have elected Paul A. Grzeszczak, AIA, Madison; John G. Peine, AIA, Wauwatosa; and Timothy P. Wiberg, AIA, Wauwatosa, to two-year terms as Directors-At-Large on the AIA Wisconsin Board of Directors.

The election results were announced by AIA Wisconsin President Daniel J. Roarty, AIA, Green Bay, at the Board of Directors meeting in October. Roarty also thanked the other Director-At-Large candidates for their interest in guiding AIA Wisconsin.

Grzeszczak, Peine and Wiberg begin their duties in January, joining fellow Directors-At-Large Mark J. Kruser, AIA, Middleton, and Walter L. Wilson, AIA, Milwaukee, on the 2000 AIA Wisconsin Board of Directors.

Distinguished Service

The AIA Wisconsin Board of Directors has awarded a *Citation for Distinguished Service* to the profession of architecture to Kevin B. Shumann, AIA, Menasha. The Board of Directors recognized Kevin for his significant contributions as the chair of the AIA Wisconsin Membership Committee and for his service to AIA Northeast Wisconsin members in a number of leadership capacities.

Firm Award

The Architecture Firm Award was created by AIA Wisconsin to recognize member-owned firms for outstanding achievement in the advancement of the architectural profession. It is the highest honor that AIA Wisconsin can bestow on a firm.

Award criteria include significant contributions in one or more of the following areas of practice: architectural design, building technology, education and research, community

leadership and public service, and service to the AIA. To be eligible, firms must have provided architectural services in Wisconsin for ten or more consecutive years and have at least one principal who is an Architect member of AIA Wisconsin.

The first Architectural Firm Award was presented by AIA Wisconsin in 1998 to Kahler Slater. Flad & Associates received the Architecture Firm Award in 1999.

The deadline for nominations for the next Architecture Firm Award is January 14, 2000. It will be presented at the AIA Wisconsin Convention on April 12. For further information and nomination materials, please contact the AIA Wisconsin office.

AIA Contract Comments

The national AIA Documents Committee has established a Web site for members to provide regular feedback, good and bad, on AIA Contract Documents.

The idea is to be able to make revisions to the contracts when the need becomes apparent rather than waiting out the traditional ten-year cycle. Positive feedback on what you like in the documents also is important so that the Documents Committee is aware of these provisions prior to proposing revisions.

To make it as easy as possible to comment on AIA Contract Documents, AIA Wisconsin's Web site (www.aiaaw.org) has a direct link ("Comments on AIA Contract Documents") to the Documents Committee's site. For further information, contact the AIA Wisconsin office.

Reimar F. Frank, AIA

Architect Reimar F. Frank, AIA, Oconomowoc Lake, died in September from complications of diabetes at the age of 68. A member of the AIA since 1956, Reimar was approved for Emeritus membership in 1994.

Residents of the Oconomowoc Lake area who may not have known Reimar probably were familiar with his work.

He designed many homes in the lake country, including a unique residence on a small island on Oconomowoc Lake.

During his distinguished 40-year career, Reimar contributed significantly to AIA Wisconsin and his profession. He served with dedication and distinction as the architect member of the Wisconsin Uniform Dwelling Code Council. For many years, Reimar contributed to the success of AIA Wisconsin Conventions and Fall Workshops by assisting featured speakers with their audio-visual needs.

In addition to his professional achievements, Reimar also served for 17 years as a trustee for the Village of Oconomowoc Lake and as a longtime member of the architectural control board.

Reimar Frank contributed significantly to his profession, and we have all lost a dear friend and colleague. He is survived by his wife Constance and daughter Lynne.

Frank C. Shattuck, AIA

Architect Frank C. Shattuck, AIA, Neenah, died in May.

He became a member of AIA Wisconsin in 1953 after moving from New York. He was a principal of Shattuck, Siewert and Associates, Inc., in Neenah. He was approved for Emeritus membership in the AIA in 1997.

According to recent news reports, his estate has donated \$6 million to the Community Foundation of the Fox Valley Region. The gift will be used for an endowment to support services for youth and elderly.

Frank Shattuck was a good friend and colleague to many Wisconsin architects. He contributed significantly to his community and his profession. He will be missed, but his legacy will continue.

People & Places

Edward A. Solner, AIA, Middleton, has been approved for Emeritus membership in The American Institute of Architects. Congratulations!

Ted A. Haag, AIA, Cedarburg, reports that **Michael G. Müller, AIA**, Grafton, is now a partner. The firm's new name is Haag Müller, Inc. You can reach Mike and Ted at the firm's office in Grafton at (262) 376-7744.

Frederick J. Parfrey, AIA, Madison, will be retiring from Strang, Inc., at the end of the calendar year after "34 wonderful challenging years with the firm." Rick will be moving to Portland, Oregon, where his wife will become the pastor for a rural church in the metropolitan area. **David Hyzer, AIA**, Middleton, has been elected to succeed Rick as president of Strang.

Jeffery S. Gaard, AIA, Madison, and **Steve J. Shulfer, AIA**, Madison, have joined Flad & Associates.

Miller Wagner Coenen / McMahon, Inc. has announced the addition of **Richard J. Bast, AIA**, Sherwood, as a senior project manager and **Philip J. Schmidt, AIA**, Neenah as a registered architect to their Neenah office.

Plunkett Raysich Architects has enhanced its staff with the addition of **Michael Bahr, AIA**, Germantown, and **Karl Lulis, Assoc. AIA**, West Allis.

Potter Lawson announced the addition of **Daniel A. Gobel, Assoc. AIA**, Madison, to their staff.

Brian A. Spencer, AIA, Madison, has returned to Wisconsin to join Linville Architects.

The Zimmerman Design Group recently received a 1999 American Society of Landscape Architects Wisconsin Chapter Merit Award for the design of the Juneau Village Towers Courtyard in Milwaukee.

Architects, planners and designers are working with teachers and fourth grade students in Dane County to create Terrace Town 2000. The students' "box city," an interdisciplinary experience in community planning, will be open to the public on Saturday, January 22, in the exhibition hall at the Monona Terrace Community & Convention Center in Madison. For information, contact Sharon Neylon at (608) 261-4015.

Oops! **Peter Bu-HinTan, AIA**, Madison, and **Wayne A. Whiting, AIA**, McFarland, both can be found at Strang, Inc. We apologize for previous misrepresentation.

AIA Wisconsin recently launched a successful test of broadcast email to notify AIA Northwest Wisconsin members of an upcoming Chapter meeting. "Embracing technology has enhanced our response time," said Mary Orella, AIA Wisconsin administrative manager. "We want members to be able to plan for Chapter meetings with as much lead time as possible. Email allows us to get the word out the same day we are informed of the meeting details." Watch your email box for upcoming

Membership Action

Please welcome the following members to AIA Wisconsin:

AIA

Scott Ackatz, AIA, SE
Lonn L. Frye, AIA, SE
Josh O. Johnson, AIA, SW
Kevin E. Rolling, AIA, NE
Phil C. Wall, AIA, SW
Wen Zhao, AIA, SW

Associate

James Beckett, SE
Daniel A. Gobel, SW
Thomas Kleinheinz, SW
Lynn Langley, SE
Kevin Rogers, SE

Professional Affiliate

Gene Guetzow, SE
David S. Odegasrd, SW
Noel Valdes, SW
Abby V. Vogen, SW

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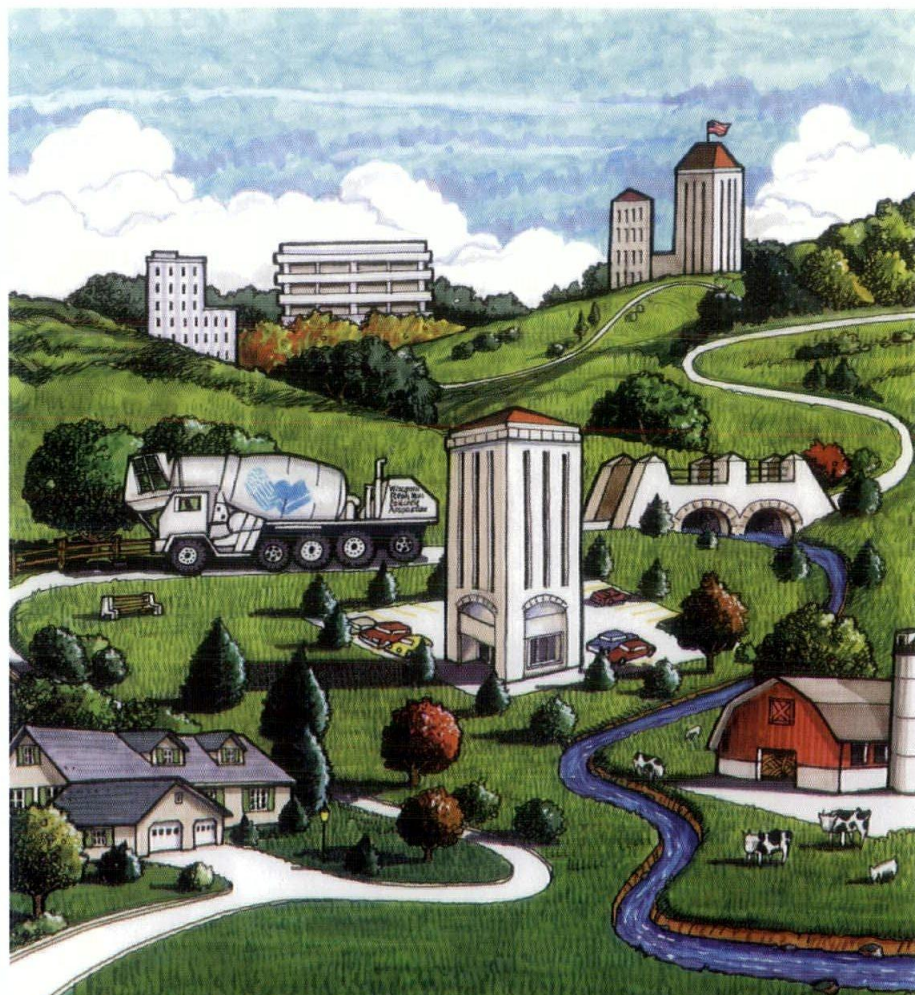
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Chapter meeting notices and click on www.aiaa.org for the updated AIA Wisconsin calendar of events.

Wisconsin Architect magazine has extended a special offer to firms looking to hire employees in the design and construction industry. Classified ads are available at a discounted rate. Ads must be camera ready. Call Brenda Taylor at the AIA Wisconsin office for details, (608) 257-8477.

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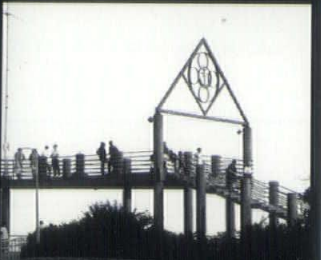
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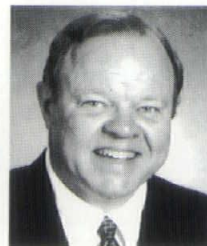
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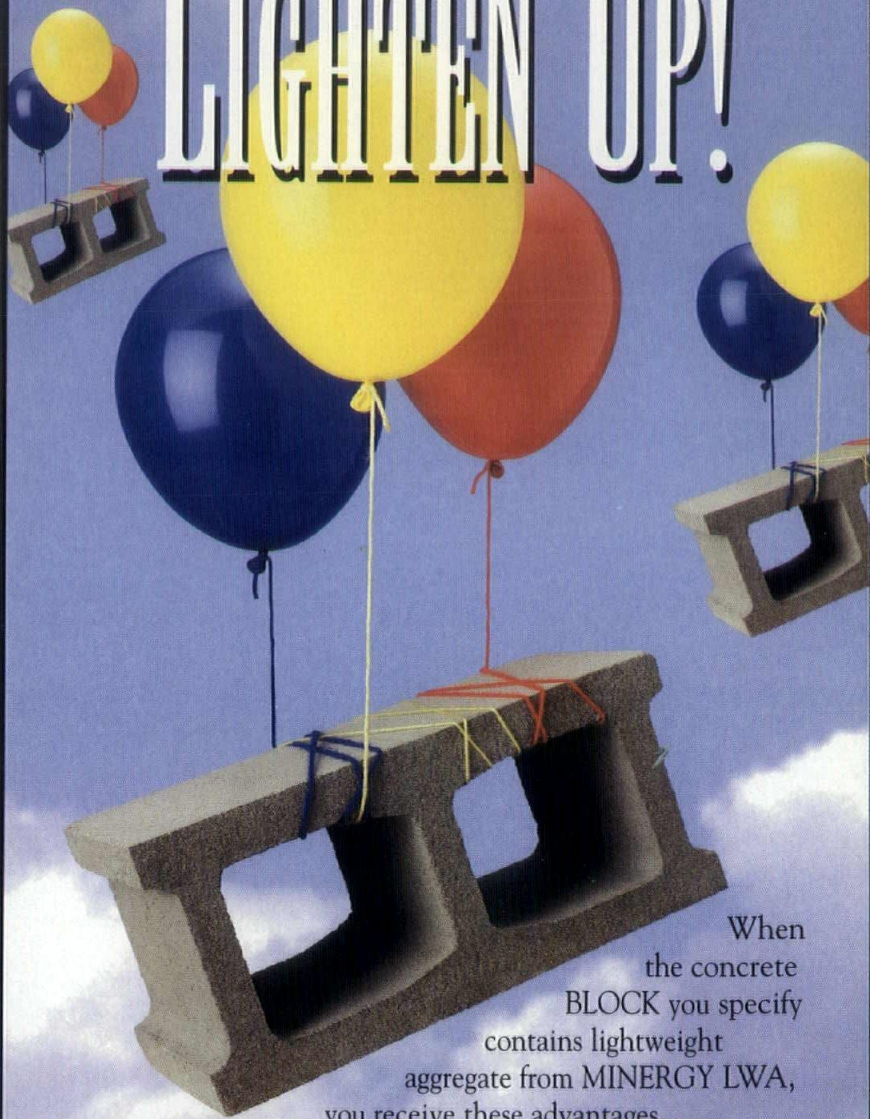


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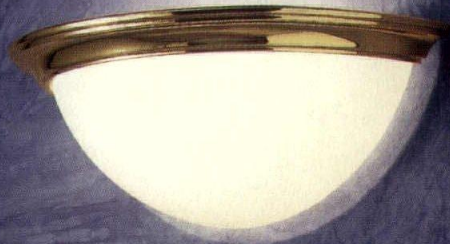


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