

architecture/engineering/construction

KENNETH R. FULLER
503 INSURANCE BLDG.
831 14TH
DENVER, CO. 80202

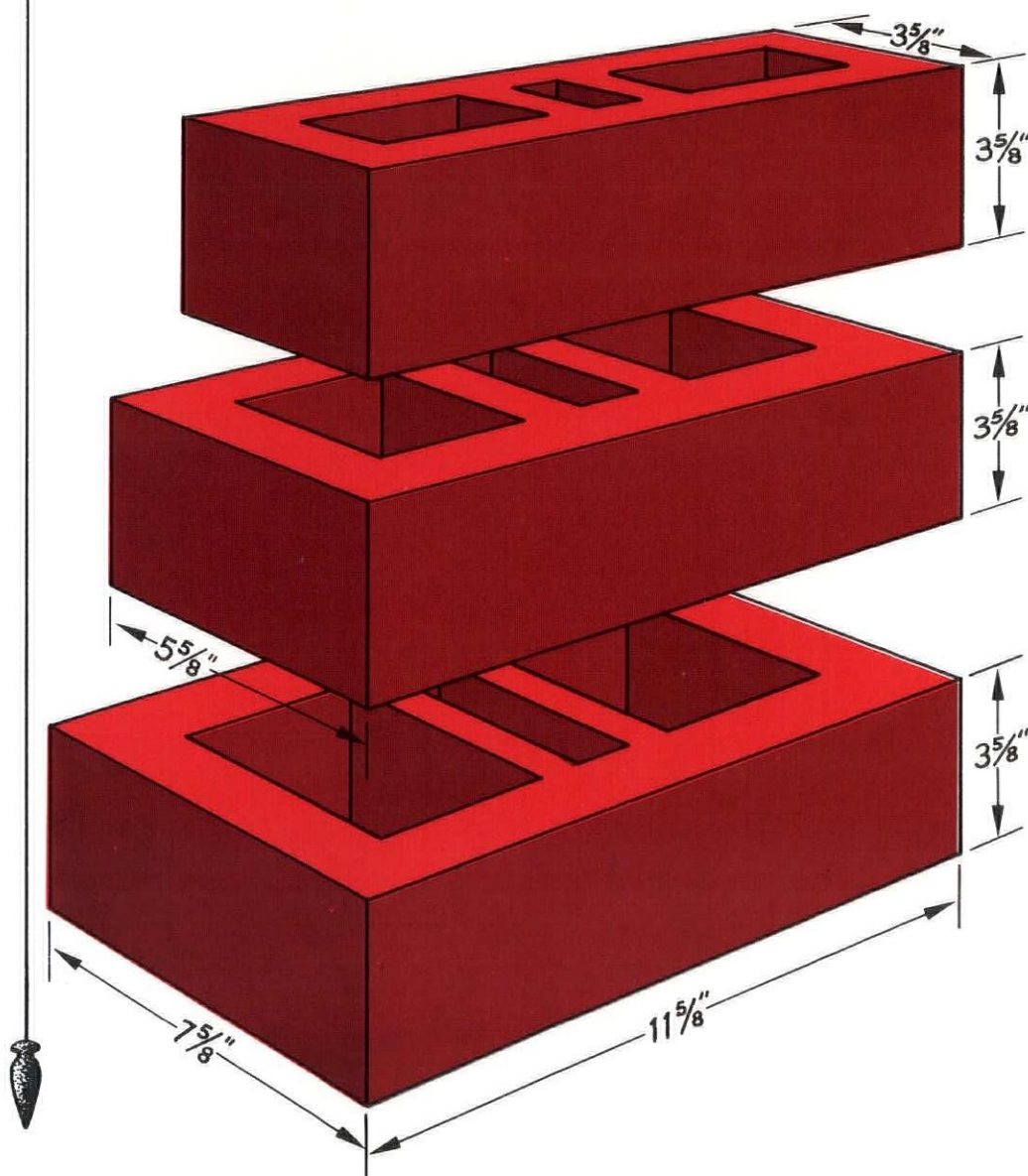
symposia

december, 1974



U
N
I
W
A
L
L

ROBINSON BRICK and TILE COMPANY



**HOLLOW CLAY REINFORCEABLE UNITS ARE
AVAILABLE FROM THE QUALITY PRODUCER**

THE **ROBINSON** BRICK AND TILE COMPANY

500 South Santa Fe Drive • Denver, Colorado 80217

Brick and Tile
for every style
SINCE 1880



ROBCO

744-3371

What is Kistler Kwill doing in a magazine for Architecture / Engineering / Construction?

Kistler Kwill is an office furnishings dealer — where do we fit in?

You spend hours, weeks, months developing design and schematics to meet your client's needs. At some point during this process, you determine the dealer who will work with you in creating reality from your drawing board plans.

A dealer who performs professionally and shares your concern for the needs of your client will work with you from order entry to installation. We know furnishings, their construction, and durability. We know the psychological effects design and colors have on people. We understand communication flows, growth patterns, corporate images. We know how to work with budgets and give you the long-range value for your dollar. Most important, we believe in constant cooperation, maintaining the ethics of our industry, and excellent customer service.

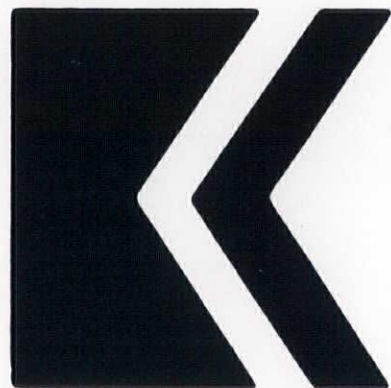
Kistler Kwill is here to offer you total professional service in office furnishings and systems. Our two architectural specialists concentrate on assisting the architectural community, from the smallest job to project coordination. They know the mechanics of ordering, installing and service, and can manage the details for you.

Creating reality from designs, schematics and plans is your goal; ours is to provide the assistance you need, when you need it.

**CALL: Jan Manger
Pat Struble**

4690 Joliet
Denver, Colorado 80239
303/371-0550

KISTLER KWILL



symposia

construction communications
in the West

VOLUME 9

NUMBER 7

DECEMBER, 1974

1974 INSTITUTE PUBLICATIONS COMMENDATION
CONSTRUCTION SPECIFICATIONS INSTITUTE

THIS MONTH

	Page
<i>UP UP With People</i>	6
<i>Symposia Salute</i>	8
<i>Colorado Industry Joint Council Recommendation #1: Retentions</i>	9
<i>Encounter the City The Reviews For Symposia: Robert Hamill, AIA Richard Norman, AIA Mary Alice Hutchins, AIA Don Walton, CSI/PC</i>	11
<i>And in conclusion: Snowbird in September</i>	16
<i>Symposia/About the Cover</i>	18
<i>Construction—Boom or Bust in '75 Some Prognoses from the Producers' Council Annual Presidents and Members Meeting</i>	20
<i>Take Me To Your Leader</i>	23
<i>Around the Region</i>	27
<i>New A.A.S.A. Program Launched S. E. E./Sebastian</i>	31
<i>The Last Word</i>	32

publisher: Fletcher B. Trunk

editor: Elizabeth W. Trunk

CONTRIBUTING EDITORS

Landscape:
F. J. MacDonald, AIA/CSI
Arizona

Preservation:
Thomas Muths, AIA
Wyoming

For the Western Mountain Region: Robert Fielden, AIA

EDITORIAL ADVISORY BOARD

arizona

Warren Edminster, AIA/CSI
Richard C. Perrell, FCSI/A

colorado

Don Decker AGC/CSI
William H. Hawes, CEC
Thomas W. Keeton, FCSI
Atha Lavalett, CSI
R. James Noone, CSI/AIA
John B. Rogers, AIA
Maxwell L. Saul, FCSI/AIA

idaho

Robert L. Hamill, Jr., AIA
John L. Hoffman, CEI

montana

Robert E. Fehlberg, FAIA
Marty W. Crennen, AIA
A. Calvin Hoiland

nevada

Ralph Bond, AIA
Robert Simpson, AIA

new mexico

Joe Boehning, AIA
John W. McHugh, AIA
Robert Schmidt, FCSI-FASCI
Dennis Roberts, AGC

oregon

Robert Wilmsen, FAIA
Paul Edlund, CSI/AIA

utah

Boyd Blackner, AIA
Elden V. Talbot, CSI/AIA

washington

Walter F. Bishop, FCSI
Fred Creager, AIA/CSI

wyoming

Ken Gorder, AIA
N. A. Nelson, AGC

at large

Donald F. Walton, CSI/PC

Issued monthly by Boyce Publications, Inc.
Business offices 4070 Estes St., Wheat Ridge, Colorado 80033
Telephone Area 303—422-4153
Controlled circulation postage paid at Denver, Colorado
Copyright 1974 Boyce Publications, Inc.



The
PROTEXion
SYSTEM OF
PREFERRED
CONCRETE

The PROTEXION system is the use of ecologically compatible materials for every phase of concrete construction from Promotion to Production and Placement.

ADMIXTURES

PROTEX AES
PDA
Water Reducing
Set Controlling
Admixtures
PROTARD
Water Reducing
Densifying
Set Retarder

FLOOR TREATMENTS

PROBOND WE-100
PROMULSION 50
PROMULSION 60
PROMULSION 100
PROMULSION 200

BONDING AGENTS

PROBOND EPOXY
PROWELD 'D'
PROBOND VINYL

SPECIAL COATINGS

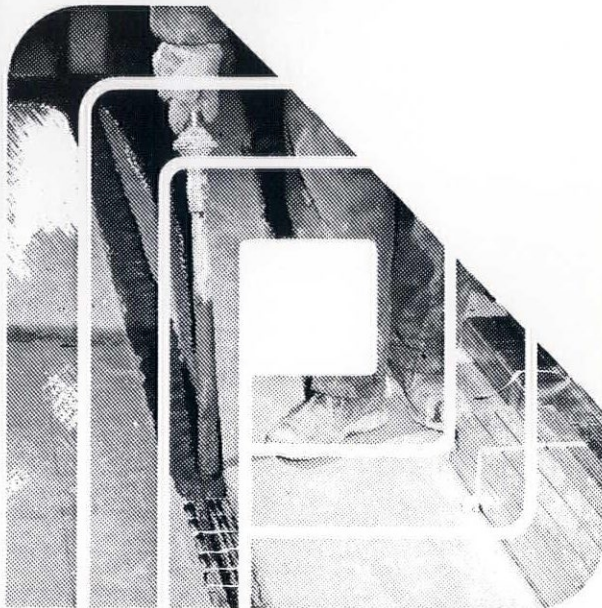
PROMULSION 60
PROBOND WE-100
PROBOND WS-300
PROBOND EC-400

WATER PROOFING

PROSTOP
Metallic
Waterproofing
Compound

SPECIALTY PRODUCTS

PROTALICO
Nonshrink
Metallic Grout
PROPAK
Nonshrink
Nonmetallic Grout



Propak

means high strength grout consistently!

PROPAK, high strength, non-shrink, non-staining, non-metallic grout meets the demands of the most adverse job conditions.

The successful load transfer of assembled precast panels and slabs is essential if the structure is to react in the manner for which it was designed. To obtain proper load transfer, all components must have uniform bearing.

Since many of the voids are difficult to reach they must be filled with a high strength non-shrink, non-staining flowable grout. PROPAK meets the requirements of the design engineer, the contractor and the owner.

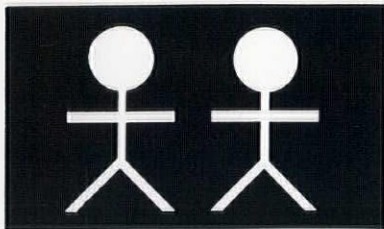
PROPAK is a high strength grout that may be pumped long distances, both vertically and horizontally. PROPAK provides uniform bearing and high bond strength for structural continuity. PROPAK's non-staining and non-shrinking characteristics offer uniformity of the building, structurally and aesthetically.

PROPAK is a link in the chain of ecologically compatible products in the PROTEXion System. Investigate the advantages of PROPAK and other products of the PROTEXion System for your project. You'll be glad you did!

PROTEX INDUSTRIES INC.



1331 West Evans Avenue
Denver, Colorado 80223
Phone (303) 935-3566
Cable: Protex

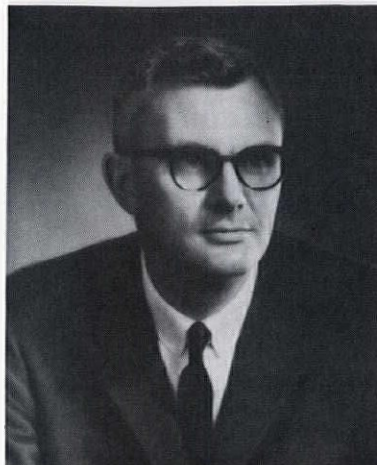


UP UP With People!

UP WITH DIETZ AND JERRY!

Dietz Lusk, Jr., AIA, of Colorado Springs and Jerome K. Nagel, AIA, of Denver were honored at the Colorado Society of Architects Annual Dinner on November 15, receiving the very FIRST of the Community Service Awards initiated this year to express their colleagues admiration and gratitude for their service to other than professional concerns. Selected from nominees submitted by the membership, the Society Award recognizes the architects unique "problem-solving" training which makes

them highly valuable and effective citizens in the larger arena of public involvement.



Jerome Nagel is a principal in the firm of Rogers/Nagel/Langhart, Inc. of Denver and has a wide range of significant activities "above and beyond" his profession. He has served on the Diocesan Commission on Church Architecture and the Allied Arts for the Episcopal Church for three years (Chairman for two); is one of the founders and a member of the

Board of Directors of the 1280 Corporation, an organization formed through St. Barnabas Church, in conjunction with Metro Denver Fair Housing, to rehabilitate older Denver homes. He is currently a Vestryman in St. Barnabas parish; he was Chairman of the Capital Improvements Advisory Committee to the Denver Board of Water Commissioners and for two years was a member of the Citizen's Budget Committee for the City of Denver.

Jerry served six years on the Board of Directors of the Denver Chapter of the American Red Cross, and six years in a similar capacity with the Metropolitan Council for Community Service. He is one of the founders of the Denver Areawide Comprehensive Health Planning Council and Plan Metro Denver. For nine years he was on the Board of Directors of Planned Parenthood of Colorado, serving as President for two years. He is currently Regional Representative to the Midwest Regional

depend on

weld-crete®

concrete bonding agent to

- level bad pours
- plumb vertical slabs
- repair damaged concrete
- apply delayed topping & refinishing
- simplify stucco applications

Larsen Products Corp.

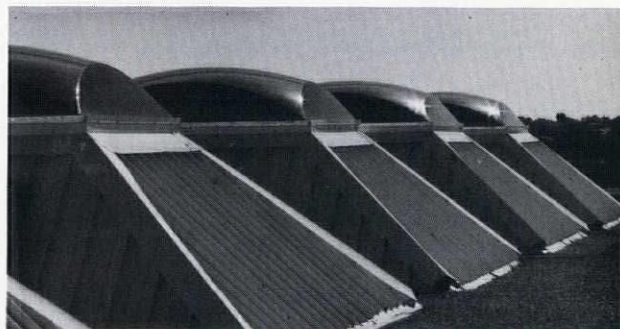
Member Producers' Council



RIO GRANDE CO.

123 Santa Fe Drive Denver, Colorado 303/825-2211

NEED SKYLIGHTS? GET THE BEST! HIGH-LITE SKYLIGHTS BY PLASTICRAFTS



Southglenn Shopping Center
16 standard Longlites and 38 custom High-Lites.

Write or call our NEW
High-Lite Skylight Catalog.
FREE — Gives complete details
on all of Plasticrafts skylights.

PLASTICRAFTS, INC.

DEPT. SY

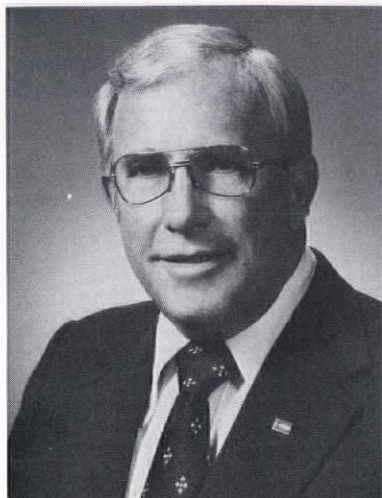
2800 N. Speer Blvd., Denver, Colo. 80211
or call 303-433-8801

For Everything in Architectural Plastics.

Council and a member of the Board of Directors of the Planned Parenthood Federation of America, New York City. He and his wife Cynthia made possible an undergraduate Scholarship Award to the Educational Fund of the Colorado Society for two years aiding a minority student at the Colorado University School of Environmental Design.

Plus—Jerry is an “ace” on the records of the U.S. Air Force, flying more than sixty combat missions for the U.S. Eighth Air Force in England. First Lieutenant Nagel received the Distinguished Flying Cross and the Air Medal with eleven Oak Leaf Clusters.

Just a few of the more significant reasons why Dietz Lusk was selected include his five years of service on the Colorado Springs Contractors Board as member of the Executive Committee and Chairman; three years on the Colorado Springs Planning Commission and as Chairman of the



Special Committee formed to engage professional planners to formulate the first Comprehensive Plan for the Colorado Springs metropolitan area; five years' service to the El Paso County Planning Commission working toward better understanding and cooperation between the County and the City of Colorado Springs.

In 1970, Dietz was appointed to the Colorado Land Use Commission

by then-Governor John Love and served for four years as Vice Chairman. He has recently resigned to serve the State of Colorado under a professional consulting contract with the Office of the Governor. He is serving as Project Director for the new State Judicial/Heritage Center Complex. Born in St. Louis, he is a graduate of Finlay Engineering College, and after practice in Kansas City, he came to Colorado Springs in 1953. He is currently on leave of absence from the firm of Lusk and Wallace Associates to take on the Project Directors job. He is past Treasurer of the Colorado Chapter/AIA; past President of the Colorado South Section and has served the Colorado Society as Treasurer, Secretary, and is the current Vice-President/President Elect. He is also a member of the Pikes Peak Chapter/Construction Specifications Institute.

We salute Dietz Lusk and Jerome Nagel—well deserving of their Community Service Awards!

the

innovators

in

hollow

metal

design....

W. RAY CRABB, INC.

DENVER, COLO.

MARK I

MARK II

MARK III

MARK III

COLORADO PAINT COMPANY

Manufacturers of SUPERIOR Paint Products

SINCE 1904



Albi

Fire Retardant Coatings

Clear — White — Colors

Fire Protection For Every Requirement Interior Exterior

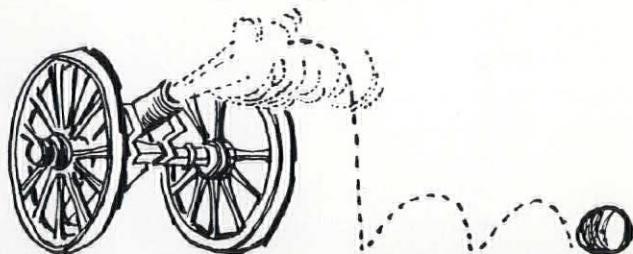
Albi offers the greatest selection of fire retardant coatings backed by the most extensive test data in the industry to fit your special requirements.

Distributed by
Colorado's Largest Manufacturer of
Specification and Industrial Coatings.

Colorado Paint Company

4747 Holly Street
Denver, Colorado 80216
Phone 303/388-9265

a symposia salute



To: The State of Oregon
Governor Tom McCall

That mysterious "Something Special" referred to so frequently in our pre-conference coverage of the AIA Northwest Regional gathering in Portland can now be revealed! On October 12, at the concluding gala banquet, Archibald Rogers, President of the American Institute of Architects, presented to Oregon's Governor, Tom McCall — the Institute's first Citation for Excellence in Environmental Protection and Improvement. The Institute's Board selected Oregon for this new award in recognition of its "outstanding achievements in preserving and enhancing its natural environment and assuring that its built environment is harmonious with nature." It also commends Governor McCall "for his inspired and untiring leadership in making Oregon a model for the entire nation to follow."

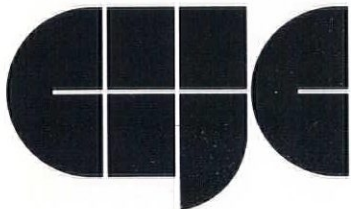
Oregon is the first state to — Obtain federal approval of its water quality standards — Authorize pollution abatement bonds tied to 1% of the state's true cash value, thus assuring continuity and growth along with growth of the state's value — Ban flip-top containers, standardize glass beverage containers and require bottle deposits — Comply with the Federal Highway Beautification Act by developing a detailed program for signboard removal — Set aside a mandatory 1% of highway revenues for the creation of state bicycle pathways — Clean up and restore a major river, the Willamette, and create a 255-mile river corridor, the Willamette Greenway, flanked with parks, pathways and scenic, historic and recreation areas.

Oregon has also created a statewide Uniform Building Code and enacted control measures for toxic chemicals used in farming and industry. As the first coastal state to secure the public's right to all the state's beaches in perpetuity, Oregon legislation provides access to beaches not less than every three miles along its 359 miles of coastline, and has established Wild and Scenic River Systems throughout the state.

Oregon created consumer protection controls for subdivision developments and has assumed leadership in obtaining cooperation from adjacent states related to environmental concerns, and by state edict — all counties are developing comprehensive land-use plans. Oregon's Land Conservation and Development Commission is correlating the plans and creating overall guidelines for future land-use throughout the state.



It is small wonder the American Institute of Architects chose to honor this state and a governor who has provided such great leadership. Please note — these are not "pie-in-the-sky" hopes for tomorrow, they are solid, down-to-earth accomplishments. It should provide an incentive and an inspiration to all of us out here in God's Country. Don't say it can't be done — Oregon has done it! A thundering salvo is in order!

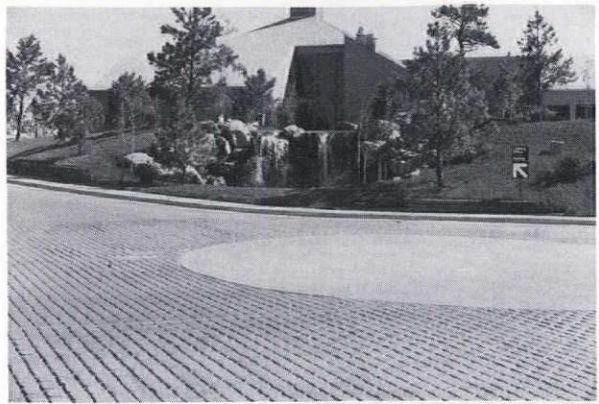


Construction Recommendations No. 1: Retentions

Colorado's Construction Industry Joint Council (CIJC) brings together representatives from the major Construction Associations and Professional Societies whose prime goal is to implement professional standards and improve business and working relationships between all segments of the Industry. Members of CIJC are Sidney Grazi, AGC/C, Chairman; Fred Burns and Don Decker of AGC/C; Aubrey Brelsford and Pat Weishapl representing AIA; Fred Settle and Pierre DuBois of CCA and Bill Hawes and Ed Thorson of CEC/C.

In late October CIJC mailed to all members of the construction community, construction users and other specifiers the first of a series of recommendations. This was the "Recommendations for Retentions", and it came in a handsome heavy slick paper file packet which will make it easy to keep this, and forthcoming documents, at hand. The initial document which deals with retentions is of fundamental importance to the Industry whose interest in "making money move" is vital to continuing operation.

CIJC suggests that this uniform policy for progress payments be adopted on all public and private construction work. The meat of the document is as follows:



THE FALLS



VAIL



PORTIFINO

ACCENT, QUALITY, DURABILITY AND BEAUTY
WITH FREEDOM OF ENVIRONMENTAL DESIGN
THROUGH THE USE OF

ROMANITE

Colored, Pattern-Stamped Concrete

By

ROCKY MTN. ELASTIZELL

2133 S. WABASH ST. • DENVER, COLORADO 80231

(303) 755-9951

ROCKY
MTN.
ELASTIZELL

INC.

CURTAIN WALL INSTALLATIONS

(J-M Boards and Panels)

- Permatone (S)
- Stonehenge
- Splitwood Feature Panels
- Venetia Quadro
- Architectural Colorlith



Construction Specialties Co.

Specialists in —

Waterproofing

Mechanical and Industrial Insulation

Fireproofing

Light Weight Roof Decks

Celbar

K-13

Built-up Roofing

**Architectural and Industrial
Sheet Metal**

Denver, Colorado 80201
P.O. Box 927 **2625 Walnut**
534-3271

"Until final payment, the Owner will pay 90 percent of the amount due the Contractor on account of progress payments. If the manner of completion of the Work and its progress are and remain satisfactory to the Architect, and in the absence of other good and sufficient reasons, for each Work category shown to be 50 percent or more complete in the Application for Payment, the Architect shall, without reduction of previous retainage (on presentation by the Contractor of Consent of Surety for each application), certify any remaining progress payments for each Work category to be paid in full."

Not too far afield from the Retainage problem is the storage of materials on-and-off construction sites. The General Services Administration has taken the initiative recently of making payments to contractors in this field. Said Commissioner Larry Roush of GSA's Public Buildings Service: "This is a major step toward overcoming contractors' problems in ordering and storing construction materials needing long lead times for delivery. Under earlier procedures, orders for these materials would be delayed because of storage problems. We constantly ran into delays which meant time and money to the contractor and the federal government. Now, the contractor can be one step ahead of the game."

Contractors taking advantage of these new GSA storage arrangements will no longer experience difficulty in trying to tie down their suppliers to a price for construction materials that will be delivered in the future.

KITCHENS BY KLINE



Quiet Elegance
Hand Crafted Kitchens Since 1876

COPPE'S NAPANEE®

Warm friendly wood or textured steel

St. Charles

Fine crafted cabinetry for every decor

MUTSCHLER

Beautiful Showrooms. Call us for your new Spec. Book.
2640 East Third Avenue 388-5738



NORTHWEST REGIONAL CONFERENCE AMERICAN INSTITUTE OF ARCHITECTS OCTOBER 9-12 PORTLAND, OREGON

THE REVIEWS

Our Team: Robert Hamill, AIA
Boise, Idaho
Richard Norman, AIA
Portland, Oregon

Photography: Mary Alice Hutchins, AIA
Don Walton, CSI/PC
Portland, Oregon

REVIEW/HAMILL

It was with quite a great deal of apprehension that my wife and I approached Portland through the ever-beautiful Columbia Gorge for it had been about five years since we had last been with this seemingly grand, but decaying city of the Willamette Valley and about sixteen years since we had moved away from Portland, the exciting "town" of our youth.

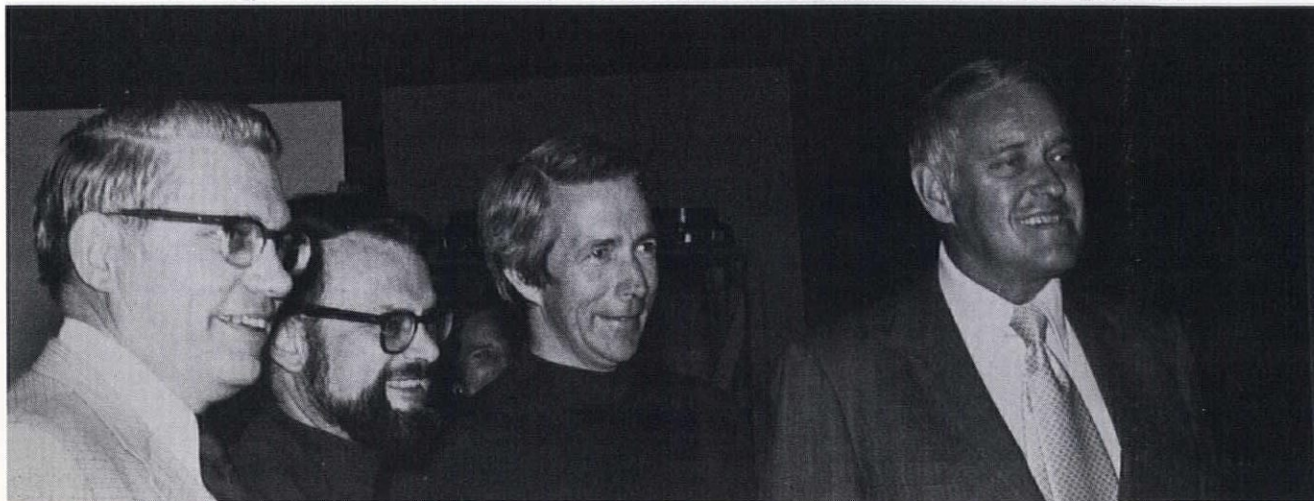
We had just left "Expo" and Spokane and were both impressed and excited by the strong downtown area in a formerly not too impressive town, which with major effort by the citizenry of the community had now become a city with as many interesting areas created around "Expo" as there were in "Expo" itself. Coming from Boise's seemingly actionless Urban Renewal Project whose main claim to fame is demolishing entire blocks for parking lots, Spokane's efforts gave hope that maybe someday something might also happen in Boise.

Our apprehension increased as we neared Portland and viewed clear cutting on the Washington State side of forests we had always assumed to be as sacred as apple pie and motherhood. Mount Hood and the Willamette Valley both hid in low clouds if we hadn't known better, we would have called them smog—but that doesn't happen to us in the Northwest, or does it?

Then the "encounter" happened and I, like many, was very pleased it did. General Chairman Patrick Loukes and his steering and program committees really put together an "encounter" which involved each and every participant whether they were a student, architect, wife, or one of the cast of talented resource people who gave so freely of their time and energies.

Pat Loukes opened the "encounter" with his description that "encounter" means both "discover and surprise" and that it was. The charming young mayor of Portland, Neil Goldschmidt, welcomed us all with opening remarks crediting Governor McCall of Oregon with creating a political environment which helped the city of Portland and other cities of Oregon improve. He stated he felt urban renewal is no longer a tool and that the public impact of frustration with urban renewal will show on the ballot. He felt the future must be in the conservation of people—people's chores, life styles, and energies. He expressed a strong awareness of historical preservation and observed that the continuing destruction of small good things does not add up to one big good thing and that we as citizens have yet to understand that small continuing losses, like in poker, add up to an eventual wipeout. Quite a guy, this leader of Portland!

Left to Right: Governor Tom McCall; Weld Cox; Louis deMoll, FAIA and David Pugh, FAIA.





LES GIRLS: AIA Staffers: Elaine Pedigo; Marte Ries; Traudi Almada and Jody Proppe (Seattle and Portland). At right: With appropriate flowers: Alan Temko and seated Chairman Pat Loukes.



Following the introductions of national AIA officers and representatives, Fellows of the AIA present, and of the chapter and section presidents, Chairman Loukes told us if we are to shape the direction of a city, we must be active in that effort. He pointed out our efforts are as yet misdirected since the public, who owns one half of the land of any city seems more concerned with the other half.

Richard Norman then continued the "encounter" by introducing Alan Temko, California architectural critic, writer and teacher at the University of California at Hayward. Professor Temko had some very pointed criticisms of the architectural profession and said we were exhibiting a failure of nerves. He stated there is no nobler thing existing in the world than fine architecture. He urged us to go to Finland where not *all* architecture is great but where *none* is poor. He felt that we must, as a nation, advance to the point where the young grow up in a straight forward atmosphere of dignity in design.

Temko then talked about the reason for the "encounter"—and that was to talk out verbally and graphically our problems, problems shared by all industrial nations, problems of power and despoiling the unspoiled. He felt we have to be bold, and that architects, unlike the medical profession when it comes to curing a routine problem, do not have the same competence. We need a new competence and maturity. He stated architects must become citizens of the world, mature enough to accept a new vernacular for ordinary people. He urged us to help in giving every child an environment education and awareness starting no later than nursery school. He stressed we go back to our communities, get busy in schools, and stop being neutral because people want help and answers to attain the cities in which they come together to live.

Then came the business session presided over by directors Val Ossipoff and Robert Fehlberg.

The only item of formal business was the election of a Regional Director to succeed Bob Fehlberg (who retires from the National Board on December 6, 1974). One candidate for Regional Director was nominated by the Portland Chapter—A. P. (Benny) DiBenedetto, AIA. Mr. DiBenedetto is the Regional Architect for the Pacific Northwest Forest and Range Experiment Station of the U.S. Forest Service, with headquarters in Portland. In this

capacity he is one of the few architects in public service who has been elected to the National Board of Directors of the AIA. (See "Take Me To Your Leader"). No other nominations for the position were made from the floor and it was moved by Robert Durham, FAIA, that the nominations be closed and a unanimous ballot be cast for Mr. DiBenedetto.

The remainder of the meeting consisted of an informal presentation and discussion with the Members led by AIA National First Vice-President Louis deMoll, FAIA. Among the topics brought up by Mr. deMoll and discussed in the hour and a half meeting were:

- AIA's hopes for further progress in the National Growth Policy Task Force studies. This Task Force has been recently broadened to include participation by the national organizations for realtors, developers, contractors, municipal officials and banking and lending institutions.

- Mr. deMoll indicated one of the principal problems facing the AIA at the national level was communications with the individual members at the local component level and the need to strengthen the individual chapters and local components in order to position them to deal effectively with urgent questions of State and local concern such as growth and planning policies, land use legislation, selection process for A/E's. deMoll indicated a new office is being developed at the national headquarters with a "delivery system", under development, designed to improve communications with the components and to assist them in dealing with such questions.

- R/UDAT (Rural/Urban Design Assistance Teams) Programs of the AIA have proved to be one of the most effective means of assisting local components in improving their communities and their image as design professionals. AIA expects the R/UDAT program will continue to be in great demand. R/UDAT teams in the Northwest Region have included reports and studies made for McMinville, Oregon; Honolulu, Hawaii, and Butte, Montana.

- deMoll also indicated the Task Force on Energy Conservation in Buildings will proceed with the action and implementation studies indicated in the report published

earlier this year and that Leo Daly, FAIA, will continue as the leader of this Task Force.

—Several Members questioned the effectiveness of the current national public relations effort, particularly the recent AIA advertisements which have appeared in selected national publications. Discussion that the general tone and direction of these recent national AIA ads was misleading and confusing and a suggestion was made that the entire national ad program should be discontinued.

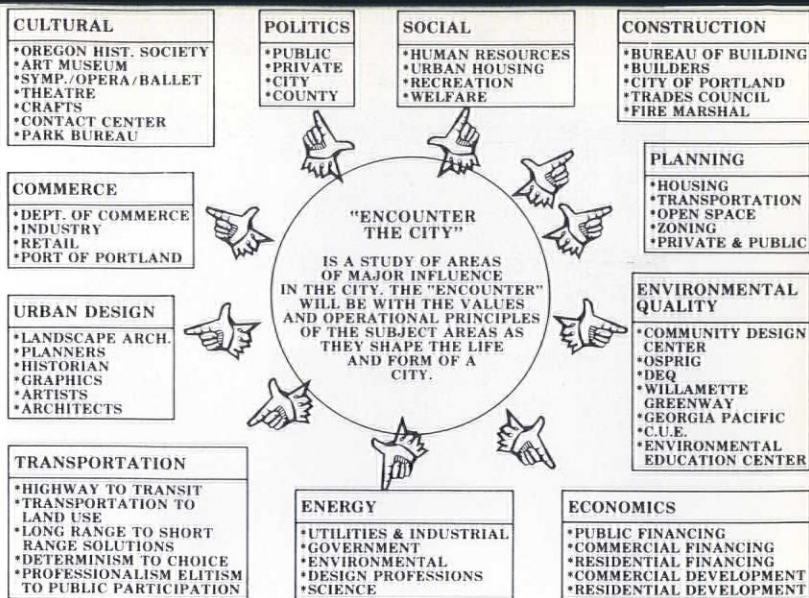
—deMoll reported the national program supporting the ManhourDataBank—which originated as a project in the Northwest Region and California—is underway and includes studies in cost base programs and computerization of the data already collected with the eventual goal of extending this program to the entire AIA. deMoll and Fehlberg noted the pilot program in the three western states now participating is receiving excellent acceptance but that the Bank is in need of more input information from participating offices.

—National AIA programs in developing "Mastercost" (building cost estimating system) were also described and received some criticism from various participants as being too elaborate and costly—particularly the cooperative program and research underway with the Royal Institute of British Architects and the Royal Institute of Chartered Surveyors. It was suggested the British system of cost estimating may not have enough application for American practice to justify the research expense now underway.

—The recently completed Survey of the Membership of the AIA was also questioned as to its usefulness—particularly in view of the fact that no new data or information not previously known was developed from the Survey. It was suggested the proposed new national survey of firms could be more economically developed on a "grassroots" basis from the information presently held by the various chapters and local components rather than by employing an outside national surveying organization to accomplish the study. The business meeting concluded with Mr. deMoll expressing his thanks for the frank and immediate input which he was receiving from the members in meetings of this kind and reiterating his concern for identifying AIA objectives which are of real value and interest to the members through the Grassroots meetings and from response to the questionnaires developed for the National Board in the planning process of the Institute.

That evening the Host Portland Chapter had a most delightful bash at the Portland Art Museum, an event enjoyed by all present but one that made it rather difficult for some to "encounter" clearly the next morning.

Friday, Weld Coxe started things rolling by having us show the cross section we represented, 400 practicing architects, educators, students, and wives from Alaska, Hawaii, Oregon, Washington, Montana and Idaho. Our ob-



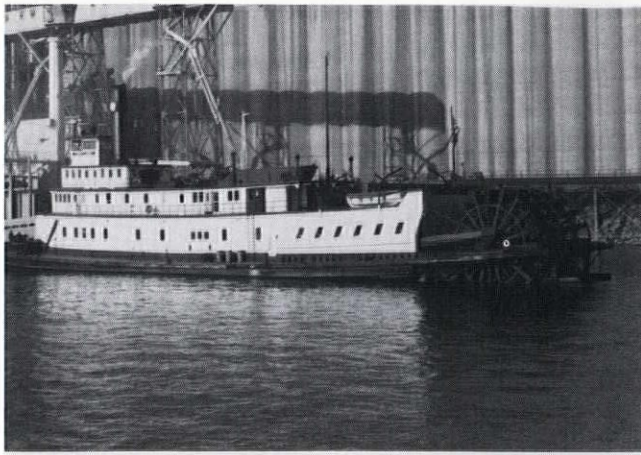
jective that day was to "encounter the city" and to gain understanding of the forces that shape the city. These forces are many and are shown graphically by the illustration.

For our personal encounters with Portland, we divided into eleven groups of under thirty people each. These eleven broad groups, such as "cultural" are shown on the "workshop" graph. Then each of the eleven groups divided into subgroups of about six people who then were assigned an "encounter" resource person.

Our group which included several practitioners, students and one wife of an architect were assigned the "urban design" workshop and Mr. Ernie Bonner, Portland Bureau of Planning. For several hours we had Mr. Bonner all to ourselves and learned about both he and his activities, while at the same time we were learning about the forces which shaped the planning processes in Portland. This was a great session for us; I am not too certain it was for Mr. Bonner, but he answered our questions very honestly and the session ended with a reassembling of our "urban design" group with the resource people discussing the "now and future" of their role in guiding the form of Portland. Each workshop group had similar encounters with the intent of reassembling Saturday morning to share graphically what each of our workshops had learned.

Unfortunately, the Friday afternoon rap session with our reassembled groups, Louis deMoll and Alan Temko was only intended for those deaf in the left ear since the competing program in the adjacent room succeeded in being so disturbing that only the most dedicated could hear and enjoy the rap "encounter". It seems strange we can get to outer space but we still can't get convention centers to give us a quality of folding sound-retarding partitions that even architects can close. (*Don Walton, of course, suggests Modernfold.*)

Saturday morning, a flurry of graphics as eleven groups tried to overpower or softsell their newly learned operational principles on how a city is shaped. Fortunately, the appearance of Governor McCall saved the day and the architects paid their respects to this fine



governor who has lead Oregon into a leadership postion in environmental excellence.

Governor McCall accepted, on behalf of the State of Oregon, the American Institute of Architects first Citation in Environmental Protection and Improvement. The award was presented by AIA President Archibald Rogers. (See "Symposia Salute") In his presentation, President Rogers cited Oregon's outstanding achievements in preserving and enhancing its natural environment and assuring that its built environment is harmonious with nature. Oregon was cited as the first state to obtain federal water quality standards, enact a "bottle bill," remove billboards under the federal Highway Beautification Act and set aside highway revenue for bicycle paths.

The AIA also cited restoration of the Willamette River, a statewide unifrom building code, public beach access and consumer protection controls for subdivision development.

Governor McCall in graciously accepting the award stated "that he was accepting the award not so much because of what we have done but because we recognize, talk about, and plan to do something about what we have not yet done—such as a state policy on growth." He stated the stewardship of land is as much a condition of land ownership as its use. Our children and grandchildren need options on how they will use their land.

This outstanding address by a great governor concluded



for most of us the unusual unstructured convention developed by the Portland Chapter and for which they can be justly proud.

For those of us that were almost saturated by our "encounter", Saturday afternoon offered a relaxing finale to the Regional Session with a most enjoyable waterfront river trip up the river from near the north boundary of Portland to the nearby community of Oswego. This perspective of viewing the city and its bridges from the water was something very special and truly brought our three day session to a delightful close. The Portland Chapter deserves hearty congratulations for being a great host.

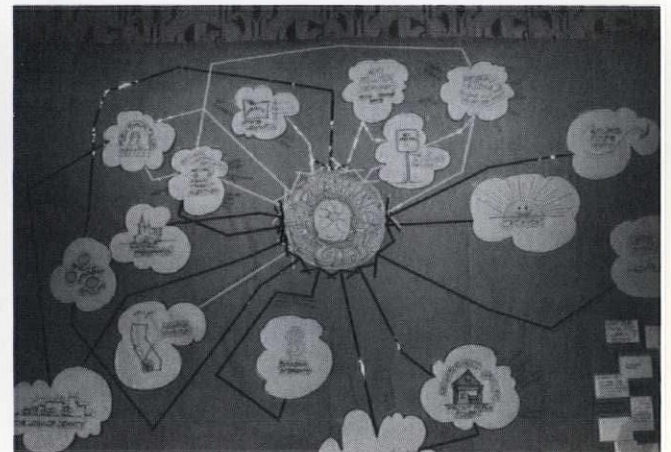
REVIEW/NORMAN

Our conference was an exciting affair, and particularly on Saturday morning.

Don was having trouble with his camera flash unit, but I hope he got some pictures of the frantic activity.

Someone said, "All you have to do to motivate an Architect, is hand him a blank piece of paper and a felt pen."

It was true; for about two and one-half hours there were more worthy words written, and varied lines drawn, than one could comprehend in a week.



And .. in conclusion

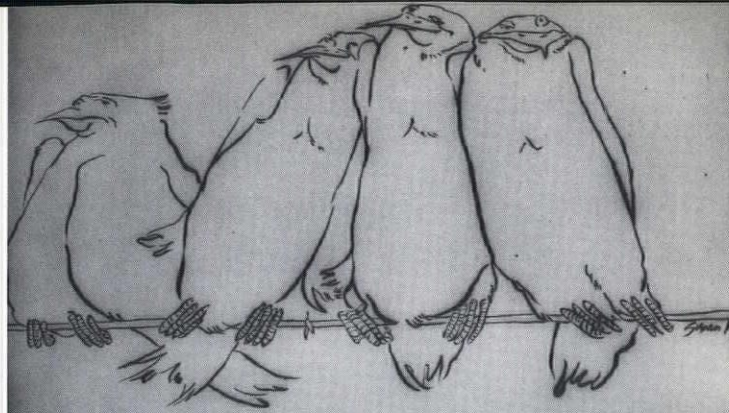
Snowbird in September

The Successful Design Competition

Moderator: **David R. Hayes**, AIA,
President of the Utah
Chapter

Panelists: **H. O. McElyea**, V. P. and
Director/Architectural
Planning, Johns-Manville
Corp., Denver, Colorado
John B. Rogers, AIA,
President/Rogers, Nagel,
Langhart,
Secretary/Interplan,
Denver, Colorado
Dwayne Nuzum, Dean of
Environmental Design
College/Colorado Univer-
sity at Boulder
Robert L. Bliss, FAIA,
Dean of the Graduate
School of Architec-
ture/Utah University, Salt
Lake City

Moderator Hayes reviewed the Design Competition as a means for selecting an architect for a given project most particularly as the process has developed under the American Institute of Architect's Competition Code first promulgated in 1870. Mr. McElyea then took over summarizing the relocation of JM's World Headquarters to the 10,000 acre Ken Caryl Ranch southwest of Denver, and their decision to utilize the Design Competition in the selection of an architect for the principal building. This was not, "Mac" assured the audience, a "cop-out" even if his company does manufacture a bevy of building products. JM simply felt it would encourage the best of building design to their advantage. John Rogers of Denver served as the professional advisor writing a particularly fine program. When Jurors had weeded down the entries to a reasonable number ... about 20 or 30 ... "Mac" telephoned clients of these firms who had used their services during the past three or four years. He asked such questions as ... "how close did the project come to the budget? ... "was the firm



(In November's "teaser" for this summary of the three Panel discussions held on Wednesday, 18 September at the Western Mountain Regional Conference at Snowbird, Utah—the title read "Giant Architects At Work". There was a reason—a visitor (somewhat myopic) at Snowbird upon looking at the conference logo who muttered "Hmmm ... Giant/Architect". So—why not? The Panelist picture above caught in the Bird Feeder Snack Bar at Snowbird. Thanks, Tom Muths.)

compatible with the General Contractor?" ... "were complaints adjusted?" ... "would you hire the firm again?" "Don't forget your past clients," suggested "Mac" to the architects, "he just might sell your next job."

There were nine finalists selected by the Jury ... each awarded \$20,000 apiece, and the final winner was The Architects Collaborative of Cambridge, Massachusetts. Excavation and site work is now complete, steel will go in place beginning the first of 1975 and the formal dedication is slated for July 4, 1976 with total occupancy in October. Turner is the C.M. on the job. "Mac" indicated that JM was wholly satisfied with their decision to go the Design Competition route, and highly praised John Rogers for the program prepared and for his dedication to his task as Professional Advisor.

John countered by saying he considered it a privilege to participate in the JM program ... and feels such competitions benefit the client in many ways ... he is forced to program—he receives a real study and a superior effort from the architect, and some good publicity along the way. It enables, John stressed, the public to see the architect in action and the results obtained. As PA, he spent some 2800 hours on the JM Competition.

Another view of the Architectural Competition is that of the participating firm ... and R/N/L was

successful in obtaining the commission for the Colorado Judicial-Heritage Complex via this route. Rogers pronounced the experience interesting, profitable, good for the office, for clients and for architects generally. Jim Hunter, FAIA, of Boulder, now retired from the profession, prepared an excellent program for the State Competition which was of immeasurable help to competing firms in understanding the needs and the program of the client.

In reviewing his firm's experience in this competition, John stated he felt they actually provided more material than was needed. Their minimal presentation of eight boards and two models, he said, was still too many ... "we really needed only six boards". He illustrated much of his presentation with slides, hoping they would be helpful. "We have never found secrets to be useful, unless shared".

His concluding remarks were in regard Mr. McElyea who is, John said, a great friend of architecture and architects and is being proposed for Honorary membership in the Institute by the Colorado Society.

Dean Nuzum has participated in the Design Competition in a number of roles—as Professional Advisor as well as active in the recent Colorado State Complex as a member of the Denver Civic Center Association which was initially opposed to the Competition method. He expressed himself as being convinced now it was a most satisfactory way to go.

Dwayne discussed the new Design Review Board at Colorado University who makes selection of architectural firms for new facilities. This group most recently made such a decision through viewing ten slides of the firm's previous work and ten slides of their architectural solution to the program . . . six firms were selected by brochure for this process. It worked, the Dean reported happily, and for the first time in three years they were within the budget.

Utah University's Architectural Dean, Bob Bliss prepared what he termed, "a dogmatic statement" which he read. "No other problems," he said, "are more critical to our profession than public understanding and appreciation of what we can do—what architecture can mean and contribute to our society and our environment." He praised the architectural competition as a good way to demonstrate these factors but it is seldom used to full advantage in the public press. He feels it would be a major contribution to society and the profession to use competition for all significant public buildings and planning proposals.

The Dean's dogmatic statement drew fire from a member of the audience . . . no less a personage than the eminent S.O.M. architect, Walter Netsch, FAIA, who chaired the WMR Awards Jury. To prove his point, Mr. Netsch questioned the attitude of many Jurors . . . it is, he stated, "often an absolute ego trip" and suggested "try one with Philip Johnson sometime". He narrated his own experience as a Juror on the Boston City Hall. It was a two stage competition with a careful program and a Jury composed of

four professionals and three lay persons. It was a long and arduous process, said Mr. Netsch, with 256 initial entries of eight to fifteen boards and one Juror inalterably opposed to any "Mies-ian solution". After three days, the Jurors got it down to twenty and eventually to eight finalists . . . who incidentally had access to the jury comments.

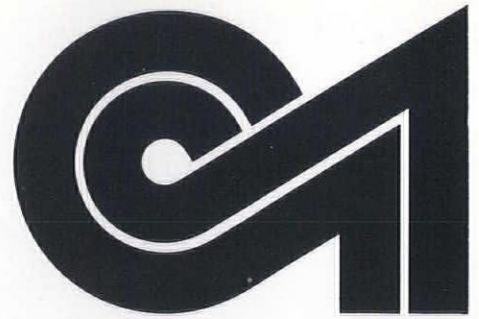
"Decisions are made backward," he commented . . . it's a process of "This is not as good as the others because—". The final conclusion came when the selection had finally been made and was presented to what Netsch termed the Boston equivalent of the Board of Alderman. After viewing the winning solution, one august elected official gave his "critique"—"It is," he said with some heat, "a goddamned filling station"!

Competitions are fine, but, stated Netsch, there must be a good program, a good jury and care must be taken that a good design is not emasculated in the construction process.

Client/Architect in the Housing Market

Moderator: **Ralph F. Evans, AIA**, Vice President of Architect-Planners Alliance; Owner-Developer of Terraces at Mount Olympus.

Panelists: **Reed V. Harding**, Manager for Planning and Design/Richard Prows, Inc., Salt Lake City
Kevin Watts, AIA, Architect/Developer for several Salt Lake City Housing projects



Client/Architect

Vern C. Hardman, Vice President/Development Research Homes, Salt Lake City

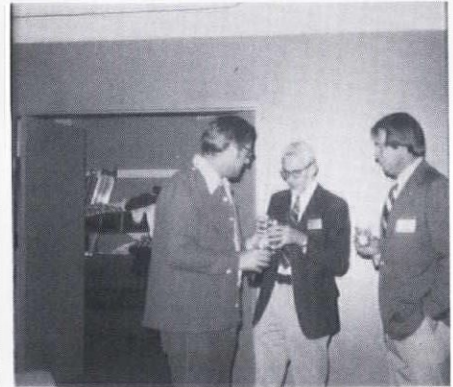
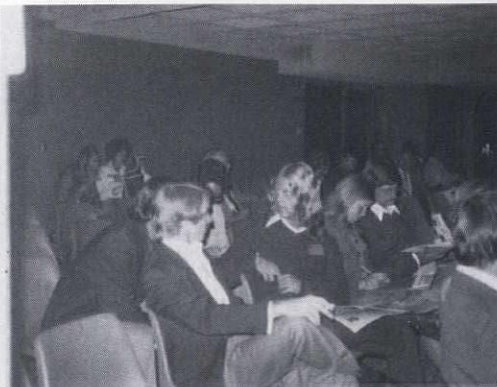
Ronald Lowry Molen, AIA, Architect for numerous Salt Lake housing projects. Major contributor to Utah housing.

It was a small group who gathered to hear two local architects and their clients discuss the facts and fancies of the housing industry and the involvement of the professional in this somewhat unfamiliar terrain. Initial statements by the four panelists included a slide presentation illustrating some of the projects in which they were involved. Largely multi-family, land planning and landscaping was an integral part of the work, and in the case of the Hardman/Molen combination even interiors were involved as well as a modular systems approach which enables them to build more efficiently and economically.

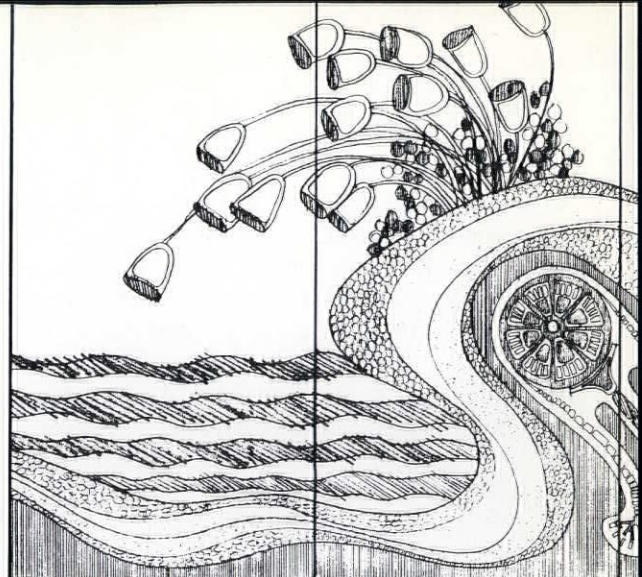
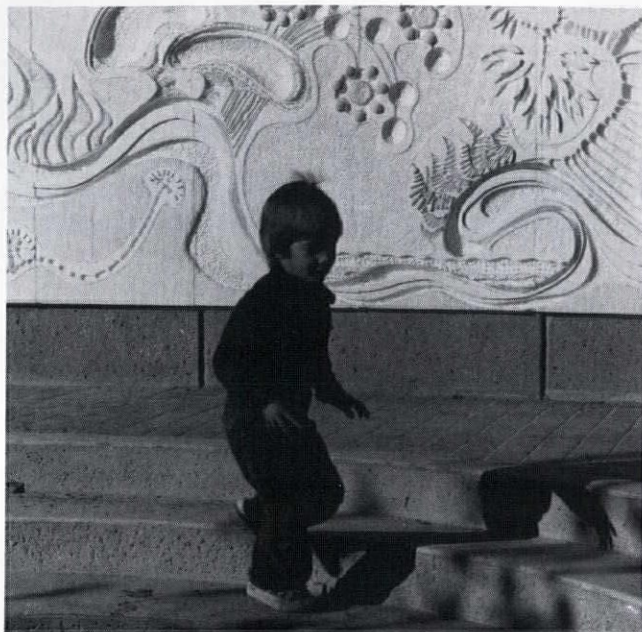
Ron Molen reviewed the two major divisions in the housing market . . . the small family and "singles" who

More W.M.R.—Page 25

(L. to R.) The REAL Panel — Students — Bloody Mary Time



symposia/about the cover



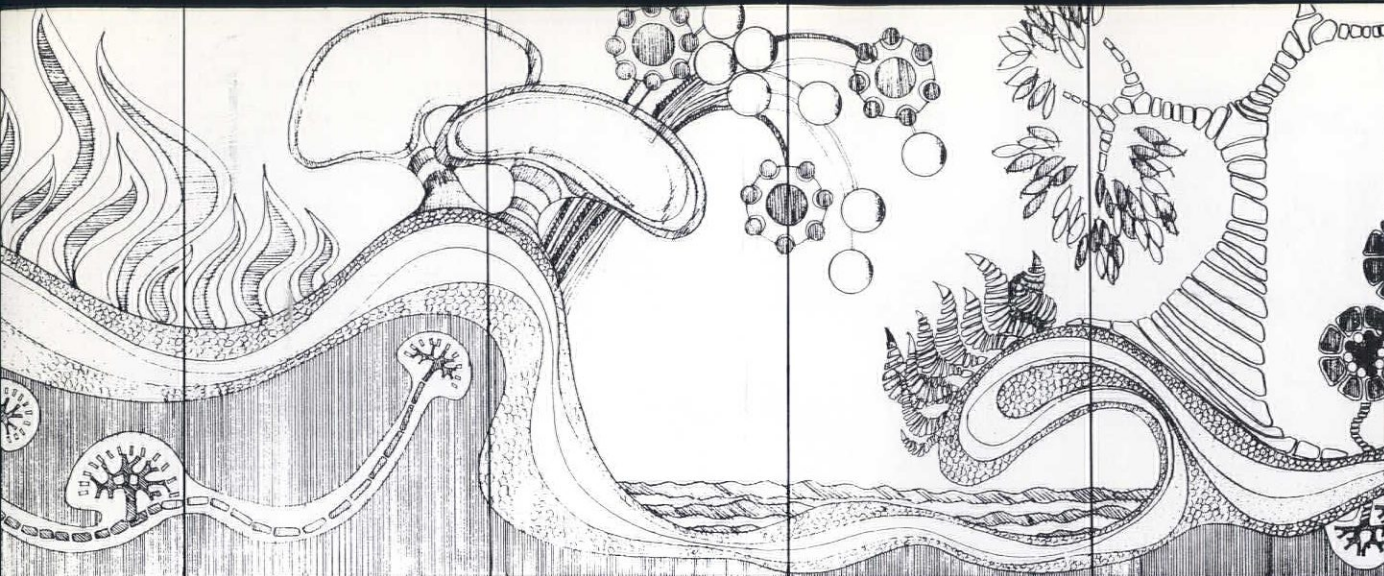
Photography: Charles Saladino, A.S.L.A.
Hyde Flippo

Two design professionals — Charles S. Saladino II, Landscape Architect, A.S.L.A., and Maurice Nespor, A.I.A. of Selden-Nespor-Dolven-Larson, Architects and Planner of Reno, Nevada, have combined their considerable talents to provide our December cover. The panel shown is one of twenty — two by four feet concrete sculptural reliefs currently being installed in a child development area in the new Reed High School (the school complex designed by the firms mentioned) in Sparks, Nevada. The sculpture in the tot-lot portion of the pre-school play area is a part of a continuing design concept throughout the complex and the approximate cost of the four by foot sculptured relief, set in place, is \$17,500.00.

Saladino and Nespor have created just such a garden as Alice might have found when she had tea with the March Hare and the Mad Hatter, and one wouldn't be at all astonished to find a Blue Caterpillar smoking a hookah atop one of the mushrooms. The tot lot area is considered by the designers as an outdoor room with changes in textural surfaces for foot traffic. Small variations are made in elevations in this court to a maximum of eighteen inches. The sculptured wall becomes both background and tactile interest for the child's touch, feel, experience, becoming part of the form ideas expressed in the flowing sculptural relief. Numerous textures and depths of relief have been developed within the sculpture to increase light patterns and shadow effect and increased tactile interest.

The actual sculptural design was carried on by a principal of each of the two firms involved. The design process has taken four re-drawings of the overall wall in elevation and

Five year old Peter and his seven year old sister, Andrea enjoy the "tot lot". Dad Saladino said when he talked to them they were "stiff and formal" — So, he concludes "I sat back and let them do their thing in relating to the space and these are the results." Delightful!



test study concrete and plaster pourings of portions of the panels.

nety percent of the actual carving of the styrofoam panels has been completed by a combined effort of principals at both firms. Saladino writes . . . "We felt this was a necessary procedure to carry a very specific design intent to reality. Here the architect/landscape architect team became sculptor and concrete mason, to insure the quality expression dictated by specific drawing details."

To transfer the drawing from paper one-quarter scale to the full size panels, we used a photographic technique. Segments of the drawings were precisely photocopied to 35mm slides and projected onto the styrofoam blocks in our studio. Then the forms were re-drawn by hand onto the styrofoam panels with felt markers and the cutting or tooling (tooling) process began."

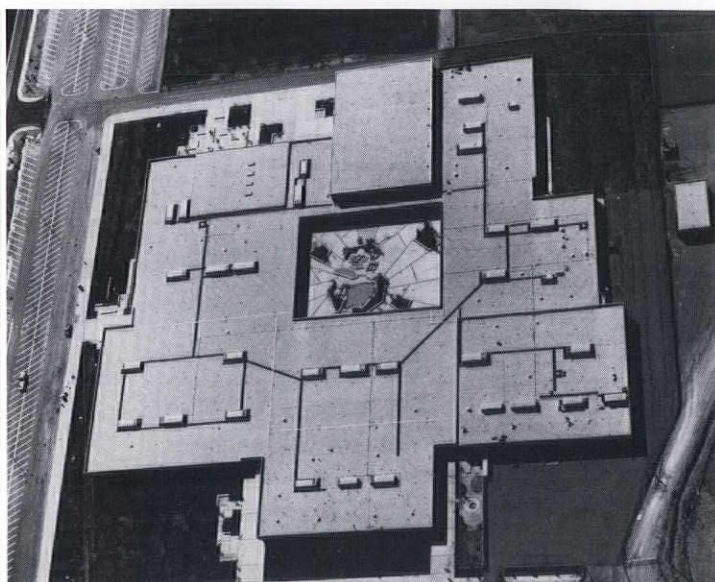
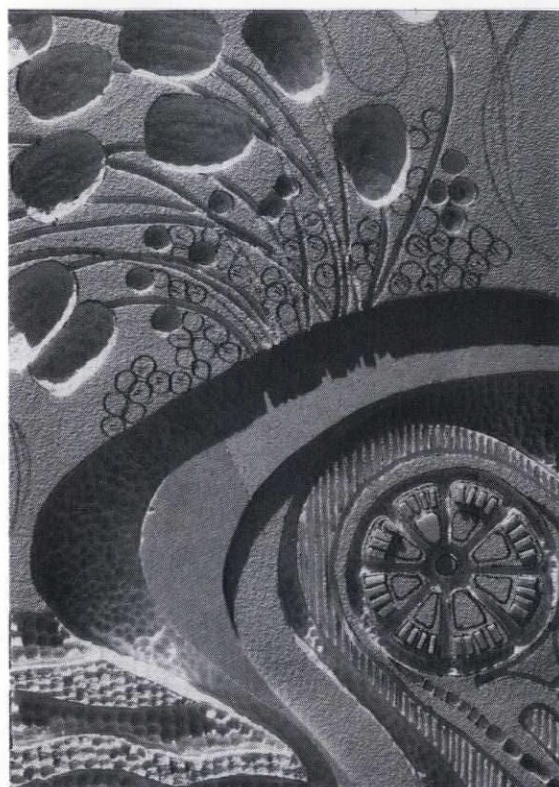
The aerial view included in this article shows the main school building — the tot lot court is located in the lower right hand corner. The main courtyard and all entrances were designed through a team approach to the resultant open spaces surrounding or framed by the building walls. "We have tried," writes Saladino, "to develop a sense of place in all areas, so a student or visitor feels welcome and comfortable in a very human scale orientation."

and that may be another story all in its own.

Our appreciation to Charles Saladino and Maurice Nespor for bringing us a Symposia cover particularly appropriate to this Joyous Season — a happy gift indeed to us, our readers and especially the children in Sparks, Nevada.

portion of panel number 11 of 20 is at the top showing detail in the form work. (You're viewing — negative relief in styrofoam form.)

The "tot lot" court is located in the lower right hand corner of the aerial view.





Presidents/National Members
Producers' Council, Inc.
Conference/1974

CONSTRUCTION-BOOM OR BUST IN '75

From the stirring strains of the U.S. Air Academy band at the breakfast table to the danceable music of the Roger Bergford combo that night — Wednesday, October 16th, at the Antlers in Colorado Springs was quite some day! The occasion, of course, was the Annual Conference for Chapter Presidents and members of Producers' Council. Although much of the content of the four-day program was specifically beamed to the membership and its leadership, Wednesday's presentations underscored the meeting theme of "Construction — Boom or Bust in '75" . . . much of which was so informative, interesting and vital to the Industry, we only wish we had space to include it all.

Before we begin our summary however . . . we would fire a salvo to the Denver Chapter and to its "fearless leader", the personable Phil Smith. Ditto for his gallant wife, Mary, who organized a lady's program on short-short notice! Phil knew about it long before Mary did. However both gave their best and the results were marvelous! A special word of thanks to Board Member Tom Keeton who was of such help to the "Team" and most especially the hobbling Editor.

Presiding at the first gathering of the day was James V. Rice, national PC president, who presented the Conference Keynote, Robinson F. Barker, Chairman and Chief Executive Officer/PPG Industries. His topic, "Construction and the Economy: Some Perspectives," was a challenging one in these parlous times, but his long and successful business career and his great good sense stood him in good stead.

He began by citing a special Golden Anniversary issue of the *Saturday Review* in which a number of prominent people took turns guessing what our world will be like in 2024 — 50 years in the future. Most views were optimistic . . . an age of enlightenment marked by unparalleled cooperation by people of planet earth. He noted however that 1924 forecasts certainly could not anticipate World War II, the Great Depression and the proliferation of nuclear arsenals throughout the world. "Certainly the past teaches us that predicting the future with any degree of accuracy is, at best, a risky business, and that goes for next year as well as 2024."

Be that as it may, continued Mr. Barker, there is no shortage of forecasts and forecasters, and if nobody really has a handle on what kind of year 1975 will be, everybody knows what's wrong with the patient . . . soaring inflation, double digit interest rates, declining productivity and energy shortages. A successful fight against inflation will, he suggested, "take more than just a compromise between Republicans and Democrats — nobody will be able to have as much of the pie as he or she wants. Clearly, everyone will have to settle for a little less."

He sees in the "housing slump" the potential of social dynamite. The post-war Baby Boom has come of age, putting a demand pressure on the housing industry for years to come, and according to a Harvard-MIT joint report, 14 million American households are termed "housing deprived." Stated Keynote Barker . . . "Clearly we are going to have to improve the efficiency and the output

of the housing industry. This effort must involve government at all levels, the building trades, land developers, builders, financial institutions, and of course, the producers of building materials. We need dedicated leadership, and we need better management of our limited resources."

The most pressing problem facing industry today is finding the means to pay for the large expansions of capacity needed to help keep pace with soaring demands. Mr. Barker recommends a program of tax incentives, plus substantial increases in the investment tax credit and in depreciation allowances. Unlike their counterparts abroad "most American Labor leaders still believe in our economic system and prefer the free marketplace to government regulation of the economy." He quoted the *Wall Street Journal* editorial which urged . . . "Take a labor leader to lunch, and get labor to stop thinking demands and start thinking supply before the government gets us all!" There is no reason today for business and labor to crouch at opposite corners of the ring like wary pit bulls. On the contrary, they must look for ways to work to mutual advantage."

There is no scarcity of free advice in Washington, said Mr. Barker, yet we are all painfully aware that our economic ills which have been accumulating for a decade will not "go away" through mere good intentions or the nostrum of new wage and price controls. Common sense is seldom startling or original, he admits, but his own brief suggestions bear repeating. 1) The Federal budget must be balanced. 2) People must be

motivated to save more money. 3) "Tight money" should be maintained, but some easing by the Federal Reserve might be timely to jolt the housing industry out of its present slump. 4) A detailed re-examination of environmental requirements and goals should be undertaken at home, and relaxed or postponed where costs are clearly out of proportion to benefits derived. 5) Members of OPEC must be made aware that effects of crude oil prices three to four times higher than they were a year ago are detrimental to them in the long run as well as to us. 6) We must increase productivity of all segments of our economy, public and private. "It takes no economist to realize that, if labor's real wages are to keep rising, then labor's output must rise by at least the same amount." 7) We must break down the restrictive work rules and practices limiting labor's output. 8) More efficient management must be encouraged, and more investment in new machinery and processes should be stimulated, and, finally, 9) Unemployment compensation and certain welfare payments which provide incentives not to work must be re-examined.

In summation, stated Barker, "Both in the short term and the long term, in times of spiraling inflation or when prices are stable, each industry in the United States must put its own house in order to survive and flourish, and the construction industry is no exception." He pointed out that traditional roles are changing, and many factors are at work reshaping the entire construction picture calling for greater management skills and more intelligent use of resources. Producers' Council in late 1972 and early '73 sponsored a series of energy conservation seminars throughout the country . . . response was "underwhelming." It took the long lines at the gasoline station to elicit any recognition of the problem.

He credits the building industry for reacting to the "crunch" in a responsible and creative way especially in recognition of the continuing need to conserve energy and make building more energy efficient. In a very real sense, said Barker, "the future is here

today, waiting to be recognized, and expressed in terms like the building team approach, fast track, environmental impact statements, life-cycle costing, building systems and performance specifications." The last item may well be on its way if the General Services Administration has its way. On some 14 Federal projects, performance specs will be used since GSA feels they permit, and even require, innovation to take place, encourage competition and may lead the way to a more centralized and disciplined building industry.

Otis Mader of Alcoa has described the construction industry as "a plate of noodles — dozens of elusive components wound around each other, and so slippery on the interfaces that it is hard to deal with more than one at a time." Speaker Barker had much praise for the broad-based national organization whose cornerstone was laid at a meeting in Reston, Virginia, called by AGC President Saul Horowitz, Jr. (See Symposia/October) "The Reston effort," he said, "is a step in the right direction and deserves our encouragement; I also feel strongly that members of Producers' Council members cannot afford to play passive roles and let other members of the construction industry do the work."

Concluding, Barker stated . . . "Today it is more difficult than ever to achieve some kind of perspective on where we are heading as an industry, as a people, as a nation. The construction industry is beset by challenges and economic forces more critical than at any time perhaps since the Depression of the '30's. Yet when this time rolls around next year, I am confident that, although it is highly unlikely we will be dancing in the streets, it is even more certain we will not be selling apples there, either."

We would suggest, however, that Keynoter Barker's most quotable quote came during the question and answer period following his formal presentation. Speaking of the solons and decisionmakers in our Nation's capital, he suggested . . . "They need to straighten out their arithmetic. They need to stop talking about

dividing the wealth and talk about multiplying it." Right on, Mr. Barker!

JOLLY GREEN GIANTS

Yes, just as in architectural practice, etc. — there are Jolly Green Giants in the publishing world, too. Four of these prestigious fellows were in Colorado Springs to bring their evaluations of tomorrow to we peapickers in the valley. Moderated by Richard I. Morris (W. R. Grace), this panel included editors Arthur J. Fox, *Engineering News-Record*; David Link, *Professional Building*; Keith Ray, *Building Design and Construction* and Walter W. Wagner, Jr., AIA, of *Architectural Record*.

Commenting that Mr. Barker had "really laid it out in lavender", Moderator Morris, who is PC's official representative on the Industry Federation formed at Reston, introduced *Engineering News-Record* Editor Fox. Mr. Fox gave his audience an early preview of the forecasts to be published the next day in his magazine which called for a sluggish first half with a modest upturn in the last six months of '75. Engineers have more on the boards than other construction segments and, although some projects have been deferred . . . they are not gone, the demand remains. Fox had high praise for articulate Saul Horowitz of AGC and the Contractor's statesmanlike approach to escalation clauses and federal spending. Suppliers of construction materials, he said, have wandered off into a never-never land of higher and higher prices . . . and quoted some of the astronomical percentage hikes during the past 10 or 12 months.

Editor David Link's *Professional Builder* deals principally with the Home Building market, and he said the present situation is really nothing new in this field . . . although at its lowest level in 5 years, residential construction is facing its third such crisis in the decade. It is, today, a highly political question and his magazine is urging home builders to write federal legislators urging immediate help for the Industry. He believes more money will be available by the middle of 1975, and that the emphasis will be upon the basic



P. C. President Rice passes out the "goodies" — L. to R. Paul Smith, Denver; Larry Evans, Phoenix, and Gail Gill of Salt Lake City.

house with fewer frills, fewer square feet with more town-houses and cluster groupings. The demand for housing doesn't just go away . . . it is cumulative. He maintains the more efficient builders will continue to do a good business, and 1975 should see between 1.4-1.6 million units with the greater numbers in the latter half of the year. By 1976, Link looks for a return to the 2 plus million level continuing through the rest of the decade. He asks building materials producers if they will be ready for this increased demand of their products.

Building Design and Construction covers the Commercial/Institutional/Industrial field where some softening is now apparent. Editor Keith Ray forecasted Educational Facilities down about 7% and Public Buildings down about 6%, but for Industrial building to go up 22%. Activity in this category is very spotty — in New York City it is bad — in Kansas City, it's booming. Certainly owners are moving strongly into the construction picture. He reported on the recent AIA meeting of "Architects in Industry" . . . "those guys know what a budget is all about!" The emphasis will be on Fast Track, Construction Management, Life Cycle Costing with a fading interest in the aesthete with flowing hair and cape.

Architectural Record Editor Wagner can see no general pattern in the present economy . . . New York City is very depressing, but not a true barometer since some spots are "hot and expanding." Although very large firms are laying off boys in the

backroom, the sharp, young, smaller firms seem to be doing fine. The generalized practice, able to adjust to changing conditions, is in good shape, and those firms with sound management skills are prospering. Although few firms have gone into other fields to the extent of the Portman operation, there is increasing involvement in the development of housing and office buildings.

The growing appreciation for late 19th Century architecture and for the restoration/rehabilitation of these Victorian buildings is due, Mr. Wagner believes, to the burgeoning commitment to Downtown, and to the new force provided by the National Endowment of the Arts and most particularly the work of Bill Lacy. "The Feds" are being urged to look for useful old downtown buildings not only for government but for "mixed uses" as well.

Trends toward higher residential densities and the smaller house, he feels, presents architects with real opportunities . . . design services are very important here. "No building is so small that its design doesn't matter." Life-cycle costing connotes quality materials, and a good thing it is! "With shabby buildings, you're going to have a shabby environment."

Moderator Morris took a few moments to project his own hopes for a better balanced economy in '75. Easing of raw material shortages will make building products more available, deliveries faster. This, too, is a spotty field, since some products will remain in short supply. Before

Morris had completed his remarks, PC Staffers had picked up a sheaf of written questions from the audience. No "play by play" account is attempted here, we will briefly summarize salient points made by the panelists in response to these queries.

Performance Specifications: Preferred by A/E's for years, the stumbling block of "valid tests" has to be overcome. Field conditions vary from laboratory tests, there is the question of incorporating new products into the design and bad installation can throw the whole ball game.

Greater Cooperation: The idea that architects do not understand how builders build and how buildings work is obsolete. There are thousands of architects working as owners . . . i.e.: Wally Meisen, GSA. There is a growing trend for developers in the residential housing field to retain architects and engineers.

The Money Men: The loan based on the square foot is no longer valid, and financial institutions are recognizing that quality construction and lower operating costs frees money for larger "pay-back" commitments. The coming "10 year new home warranty" does much the same thing, and appraisers are gradually becoming educated.

In Conclusion: All panelists agreed that the negative atmosphere in the country was bad. There are still exciting opportunities for the industry

with good affirmative management. It all boils down to people — the human needs are there. Inflation is a tough game and everybody is going to get hurt a little . . . but optimism and innovation can solve all kinds of problems. In brief, they called for a turn away from the "My Gawd, ain't it awful in Afghanistan" philosophy to what we call in Symposia-land . . . "partly sunny skies." After all, said Editor Fox, "there will be no oil crisis in the year 2000 — there will be no oil."

SILVER BELLS

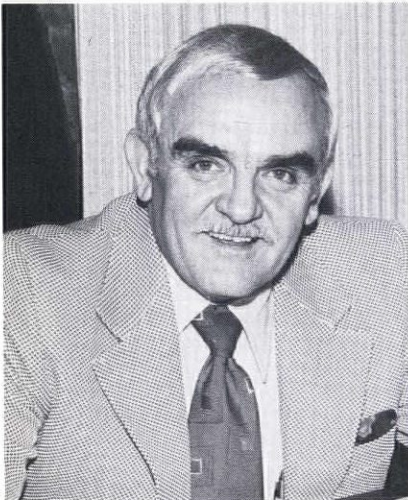
Three Producers' Council Chapters in

our part of the world were recognized at the Gala Banquet which concluded this active day at the Antlers. Gail Gill, President of the Intermountain Chapter (Salt Lake City) accepted a Silver Bell for their outstanding year, and "Larry" Evans, representing the Arizona Chapter took home a Silver Bell from snow country to sun country. Phil Smith and the Denver Chapter were accorded an "Award of Merit". Congratulations, gentlemen, one and all!



Special laurels went to "Big Red" (Ron Weller) of Phoenix. Too bad we can't have him in "living color"! Next month: Archibald Rogers, FAIA, delivers "The Age of Modesty".

a symposia series



**Del Doty, President
Pikes Peak Chapter
Construction Specifications Institute**

(Much thanks to Atha Lavalett, our CSI Sweetie in Colorado Springs, for this sprightly intro to her successor as "fearless leader" of this great Chapter—a fun group!)

"I cut my teeth on blue lath nails," says Del Doty, the new president of the Pikes Peak Chapter in Colorado Springs. This implies that Del has been around the construction industry for quite a while. "Why that was B.S. (before sheetrock)" he said. "Everything was wood lath and plaster and my Granddad was a General Contractor in Iowa and I was the best 5 year old lather in the business. Didn't swallow nail one. We were building one room school houses, modern, with full basement and inside toilets. That really dates me."

Del is presently the Director of Planning and Design for



TAKE ME TO YOUR LEADER

The Terrawest Company of Colorado Springs and Denver. Terrawest designs and builds shopping centers, warehouse complexes, office complexes and custom residences.

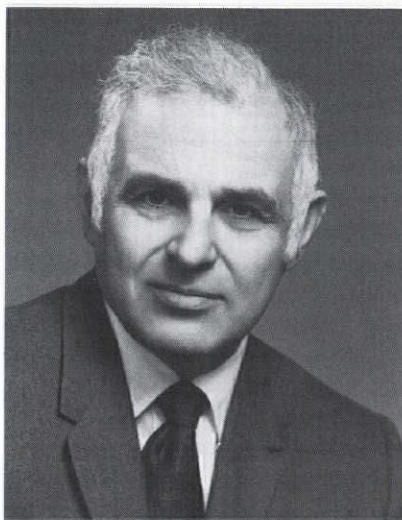
Del has been in the construction business as a designer, and also contractor for twenty years. He was a project engineer for the Maytag Company in Iowa for 10 years. Was plant Engineer for Universal Electric in Colorado Springs for 4 years. Later he became Administrative Assistant in charge of Parks, Forestry, Planning & Design for the Colorado Springs Park & Recreation Department. And sandwiched in all this was 3 years in the Navy Air Corps as a Navy Pilot in the Pacific theater of operations.

Del has been a delegate to the Construction Specifications Institutes Annual Convention for the past 3 years as well as regional meetings.

Del says all of the above is his avocation. His vocation has been his work with youth as Youth Minister, licensed, in the Methodist Church. Presently he is a licensed Lay Speaker for the United Methodist Church.

Del is a member of Al Kaly Shrine Temple. He collects stamps, paints, plays the organ and enjoys people.

(Almost, one might say, as much as people enjoy Del—a delightful guy!)



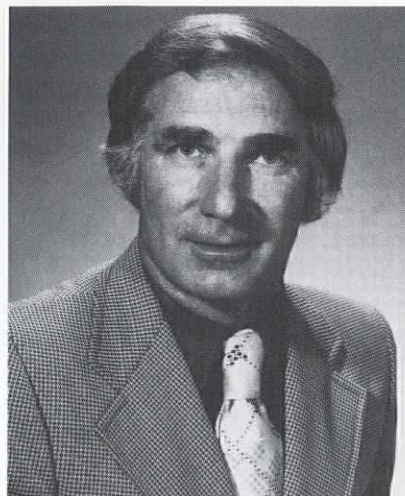
A. P. (Benny) DiBenedetto
Director/Northwest Region
American Institute of Architects

Elected for a three year term on the national AIA Board of Directors representing Oregon, Washington, Idaho, Montana, Alaska, Hawaii and Guam is Portland's "Benny" DiBenedetto who will be installed with all appropriate ruffles and flourishes at ceremonies this month in Washington, D.C. He is well acquainted throughout the Northwest Region through his job as Regional Architect for the Northwest Forest Service and Range Experiment Station, his involvement on numerous local and national AIA Committees, but probably he is best known as "The Godfather" ... a title he acquired from waggish Oregon colleagues during his term as President of the Oregon Council in 1973.

Benny graduated from the University of Oregon in Architecture and is a long-time resident of Portland ... constantly serving in a variety of roles in civic and business affairs. He was Chairman of the Board of the West Slope Water District; member of the Planning and Building Commission of the Archdiocese of Portland; Director of Sigma Phi Epsilon Alumni (O.U.); on the Advisory Board of Central Catholic High School and past President of St. Mary's Academy Parents' Association. He is married and the father of four children.

In his position as Regional Architect for the Forest Service, he has promoted excellence in design for their laboratory facilities receiving a number of awards in this field. His Range and Wildlife Laboratory at Eastern Oregon College received the Industrial Research Laboratory of the Year Award in 1973 and a Merit Design Award in 1972 from the Society of Federal Arts for the Forestry Sciences Laboratory complex at Oregon State University.

His years of experience in both private practice and Government service plus his deep interest in Institute affairs make him an excellent choice for architects of the Northwest at the National Board level. Congratulations—all 'round!



Gerald L. Clark, President
Arizona Society
American Institute of Architects

It is altogether proper and fitting that the very active Arizona Society of Architects should choose as their 1974-'75 leader—the most dynamic Jerry Clark. A past president of the Central Arizona Chapter, the Society's executive committee and an officer in the newly instituted ManHour-DataBank/West, he is a partner in the Phoenix firm of Schwenn and Clark. Comments Arizona Executive, Mary (Secretary) Smith—"He is just a great guy, marvelous at working with people and getting their cooperation and support. Talk about "Fearless"—he's the man they coined the word for!"

Jerry received his BS in Architecture from Arizona State University in 1958 and worked for some six years with Phoenix firms. A veteran of three years with Uncle's Coast Guard—he is registered to practice in Arizona, California and Oklahoma and of course, holds the NCARB Certificate. He has been a member of his present firm since 1964.

In addition to his professional involvement, Jerry is very active in ASU Alumni affairs; Board member of the Association; a member of the College of Architecture Dean Search Committee and a three year member of the Board. He is a Board member of the Phoenix Men's Symphony Council and active in Troop Committee Work for the Boy Scouts of America.

Jerry and his charming lady, Jane, are the parents of three—two sons and a daughter. AIA folks can look forward to meeting the Clarks at 1975 Grassroots West to be held January 27-29 at the Doubletree Inn in Tucson. We believe you will agree, they are very nice people!

Impacts on the Creation of Quality Architecture

Moderator: **Boyd Blackner**, AIA,
Practicing architect in
Salt Lake City, Chair-
man/WMR Conference

Panelists: **G. Ware Travelstead**,
President of Total
Concept, Inc., Baltimore,
New York and Snowbird.
Developer and Architectu-
ral Management

Mary Ellen Gaylord,
Owner of Cliff Lodge,
Snowbird

Walter Meisen, AIA,
Assistant Commissioner
for Construction
Management, Public
Building Service/G.S.A.

**Wallace Adrian Wright,
Jr.**, Real Estate Develop-
ment and Management of
several major projects in-
cluding Trolley Square,
Salt Lake City

Bruce H. Jensen, AIA,
Coordinator of Master
Planning/Utah State
Building Board

(Continued from Page 17)

want privacy, convenience and mobility, and are not averse to the tight spaces in higher density units. Parents with children, on the other hand, are primarily interested in community involvement, in schools, and other child-oriented activities. The prime concentration of the Developer has been, of course, in the higher density projects.

In the Client's view, the success of working with professional A/E's is dependent on careful monitoring by the principals and a follow-through on quality. It is well to involve everyone who will have design responsibility early—even to land acquisition. Thorough market research is important, and there is certainly plenty of room at the top for good design.

The architects, particularly Kevin Watts, said they became involved in housing development to "get some answers". It is, they agreed, a different language and acquiring the ability to communicate with clients and "money people" is vitally important. The professional must be able to tell the developer if a project will "fly financially"—raw land cost is not significant . . . it's what you put on it.

Moderator Evans lashed out at what he termed . . . "too much warehousing of people" . . . the low cost housing project that in two years will "look like a disaster area". One of the Clients interjected that it is difficult to argue with success, and financial people are solely interested in "does it sell?" It is not possible to change buyer attitudes overnight, it will take years of re-doing, re-financing and re-working present concepts to upgrade the entire housing market.

In summary, Ron Molen said architects need to become knowledgeable on financing, grasp their opportunities to slip in and do good things. The opportunity is present, and successful projects will speak for themselves.

Moderator Blackner explained that this panel was really an effort to define the indefinable . . . quality architecture: Although architecturally trained at Rensselaer Poly, Mr. Travelstead assured his audience he had never practiced and only his promise never to do so persuaded his professors to graduate him in the first place. His company is involved in the total concept, heavily concerned in programming for such corporations as American Express, the Federal Reserve, etc., as well as Snowbird. He feels the success enjoyed by his company is partially a gift from the architect who has not become intimately involved in the total process. Mrs. Gaylord feels they were singularly fortunate in establishing a good working relationship with the architect and all of those connected with the project. The Cliff Lodge, she said, is all we hoped it would be. (The Awards Jury heartily concurred . . . giving the project Top Honors in the 1984 Design Awards program).

Walter Meisen agreed with the idea

that a good client is essential to a good building, but harked back to his earlier advice . . . good clients can be developed from bad or indifferent clients if architects will reasonably show them the advantage of good design.

Mr. Wright's presentation was particularly enjoyable as he traced the history of Trolley Square from 1908 to its promising present through a delightful series of slides. Early inspiration was provided by Ghirardelli Square, and akin to that project, it is more than a building. Working closely with architect Ab Christiansen, Trolley Square is now some 30% complete after four years . . . but much early work might be termed "house keeping" because of cleaning up and sand-blasting. Many of the architectural decisions, he said, were determined by the things they found and they ranged far afield from Atlanta to Wyoming, to the demolished mansions of Salt Lake City.

Bruce Jensen also had a large group of slides . . . and beautiful ones . . . they were largely of the 185 acre site where a new technical college will be located in Orem, Utah. In extolling the beauty of the site, he stressed the determination to preserve its pastoral intrinsic qualities. He traced the painstaking early planning stages including such things as pollution factors from an adjoining steel mill and freeway, wind flow, sun factors and land use.

Moderator Boyd Blackner set the panel some challenging propositions for discussion . . . the first was: Would the best client be one who gives free rein and unlimited money? The Panel was in complete agreement . . . the restraints of the client's needs and desires and economics results in more creative and inventive architecture. It would be like working in a vacuum, and besides there's no such animal in existence today.

In answer to the question . . . can a

Committee Client be a good client? Bruce Jensen said although it can often be a "pain in the neck", the very diversity of a committee headed by a good chairman often makes for a better building. Walley Wright referred to the sign in his office which reads . . . "none of us is as smart as all of us!" Mr. Meisen reminded architects they often take the easy way out . . . making decisions out of hand which results in a client being unpleasantly surprised with the finished project. This has caused clients to ask for more participation in the decision-making process and architects must be prepared to show why certain processes are important . . . however, he added—professional decisions should be made by professionals.

Comments on the proposition . . . "The better the architect—the bigger the ego—the harder to work with!" were most interesting. Travelstead insisted the client must have the final say . . . after all, a failure can damage an architect's reputation, but the client is bankrupt! Meisen recounted that early on when he was apt to

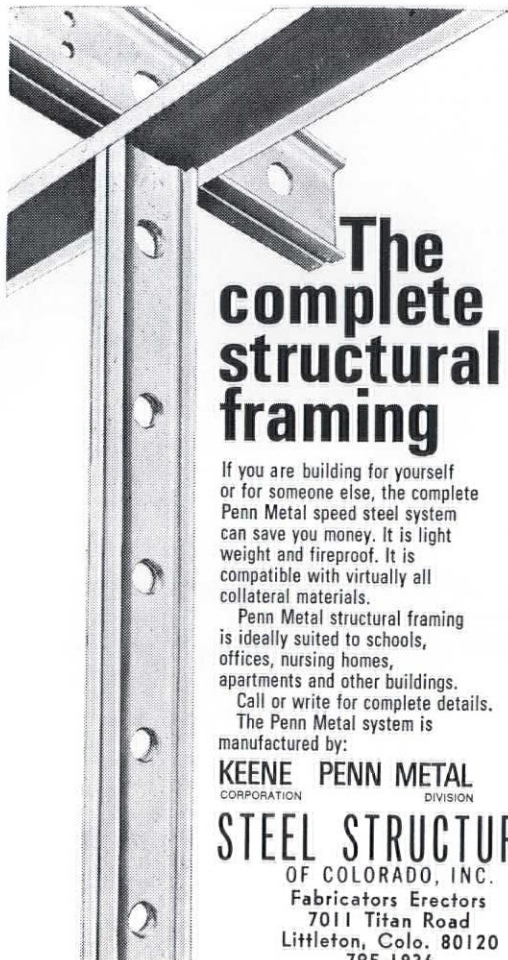
under-rate himself, he sat at a table with four top architects all with a different solution for a given project and thought . . . "Hell, if these guys can disagree—my opinion is as good as anybody else's." Jensen suggested big architects are not any more egotistical than small ones, but he would rather work with the big talent/big ego because ultimately you get a better building. On the question of the larger fee for the big firm, or great firm—all agreed this was not as important as a successful project. Mr. Meisen was the only hold out . . . he opted for the basic fee and the charge . . . "Now, if you're a great architect . . . do a great building and then we'll talk about more money." This is an incentive . . . and believes the "bonus clause" is the way to go.

Who does the programming? Mrs. Gaylord felt both architect and client must work together. Clients today, added Mr. Travelstead, are becoming far more dominant . . . their needs jotted down on the back of an envelope is no longer their modus operandi. If a client says the architect

didn't solve his problems, the professional could always answer . . . "hell, you never gave 'em to me." Programming done by the team of architect / developer / engineers / environmentalists / market researchers is a great filtering process. The time is coming when the client will want all services from a single firm . . . said Meisen, but this can be a consortium and not necessarily "in house". The architect is the logical leader of the team . . . but must be ready, willing and able to do the job.

In conclusion, Moderator Blackner stated that architects tend to talk to each other and need to exchange ideas with many other people . . . clients, society, other professionals . . . in other words, all kinds of people.

(Just a reminder: Cassette tapes of all the speeches, the seminars, and the report of the Awards Jury by Chairman Walter Netsch may be obtained at nominal cost by writing the Utah Chapter/AIA at 555 East South Temple in Salt Lake City, Utah 84102.)



The complete structural framing

If you are building for yourself or for someone else, the complete Penn Metal speed steel system can save you money. It is light weight and fireproof. It is compatible with virtually all collateral materials.

Penn Metal structural framing is ideally suited to schools, offices, nursing homes, apartments and other buildings.

Call or write for complete details. The Penn Metal system is manufactured by:

KEENE PENN METAL
CORPORATION DIVISION

STEEL STRUCTURES

OF COLORADO, INC.
Fabricators Erectors
7011 Titan Road
Littleton, Colo. 80120
795-1836

Live in the cool fresh world of Richlawn Quality Sod



Your choice of NURICH
Grown only by Richlawn
Also Windsor and Merion kentucky bluegrass
Grown by experts . . . Installed by experts

Full Written Guarantee

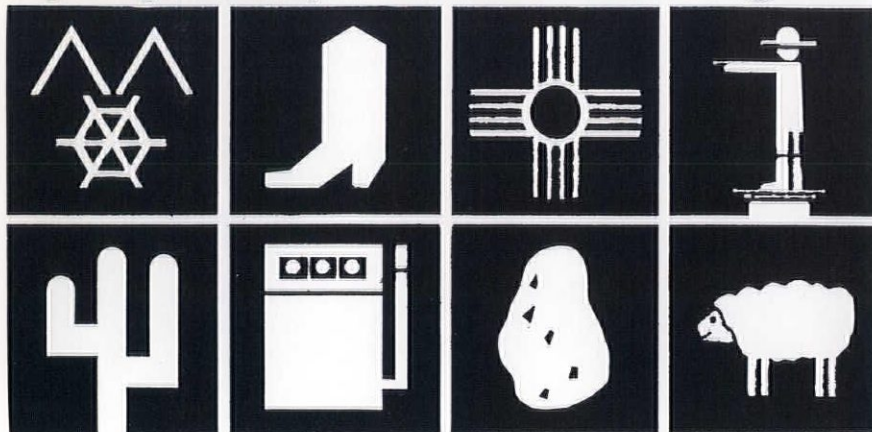


Richlawn Turf Farms

Denver 771-5611
Colorado Springs 473-5836
Pueblo 473-5836 (Call Collect)

Call us on your next estimate.

symposia/around the region



arizona

Professional Development Seminars

The first in the series of seminars beamed at greater professional competence was held at the Doubletree Inn in Tucson on October 4. It featured Willie Pena of CRS, Houston leading the session on "Problem Seeking: New Directions in Architectural Programming." In addition to the personal leadership—participants also received Mr. Pena's book of the same name.

George Sprinkle, Ned Nelson and Andy Wolfe are the Arizona architects who have developed this series of helpful membership programs which will alternate between the Doubletree in Tucson; and the Doubletree Inn located in Scottsdale. Future dates include December 6 for Scottsdale and will feature C. M. "Neil" Deasy, FAIA, a principal in the Los Angeles firm of Deasy and Bolling. Mr. D. is also an author—"Design for Human Affairs" is his contribution to the architectural library and it is hoped copies will be available for seminar participants.

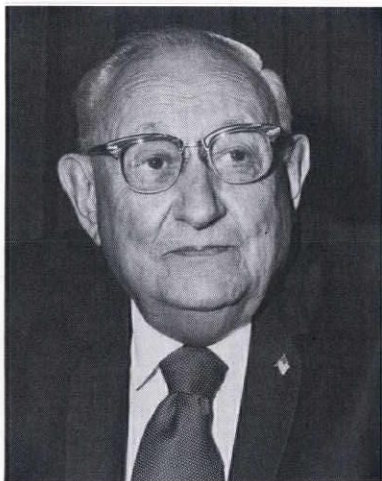
The series will resume in Tucson on February 7—return to Scottsdale for the April 4 session, followed by June 6 in Tucson and concluding at the Doubletree in Scottsdale on August 1. These Professional Development Seminars are a great idea for practitioners, and Arizona deserves a laurel or three for providing their members with such a fine opportunity. No wonder the fellas at the First Seminar said "great", "excellent" and "keep up the good work".

Leadership Team/ASA

Elected to serve with Fearless Leader Jerry Clark of the Arizona Society/AIA are Warren Edminster (Friedman and Jobusch, Tucson, and a member of our Symposia family) Vice Prexy; and

Herbert W. Schneider, Wendell Rossman and Partners, Phoenix as Secretary-Treasurer. Three directors complete the Executive Committee. They are Craig D. Walling, Peters and Walling, Tempe; Rex Willoughby, Blanton and Company, Tucson; and Bill Cook of CNWC Architects in Tucson.

Incidentally, their Annual Banquet Speaker was billed as "Geoffrey Bridsen" of the B.B.C.—it was really "Cactus" Pryor, a radio and television personality from Texas who does a great "put on" job. We encountered him a couple of years ago at an AGC/Colorado meeting when he appeared as a Scandinavian "expert" complete with jeweled orders and accent to match. A happy way to end a good meeting!



Kayetan Appointed

John J. Kayetan, professional member of the Construction Specifications Institute, has been recently appointed Acting-Registrar of Contractors in Arizona. A former sheet metal worker, he is the first man to come up through the trades to his present position. He has been with the registrar's office since 1961

as deputy, chief examiner and as assistant registrar/chief examiner.

John Kayetan's Horatio Alger story began when he was fifteen and became a sheet metal apprentice working out of Local 9 in Denver. Eight years later, he was plying his trade in Phoenix and teaching at night school as the first instructor in the sheet metal apprenticeship program there. He became a principal in the technical and education field at Phoenix Union High School and the junior college system and a member of the State Board of Education. He was State director for the FHA, and chairman of the FHA Board of Civil Service Examiners. He has also served on arbitration committees for the Federal Mediation and Conciliation Service.

Kayetan admits to 50 years in the building trades in both labor and management, and has been totally involved. His hobby is to go home at night and research the work he does all day. He managed to earn a Bachelor of Science degree in studies at three different universities during his early days in the Industry.

Kayetan is known as a decision-maker, a firm but fair administrator and one who never betrays a confidence. As a researcher, he has developed more than 110 different tests for the engineering profession and building trades, reputed to be the roughest examinations in the country. "When we license a contractor," he says, "we assure the public of the best possible protection."

colorado

Kudos! CMCA!

Colorado's Mason Contractors are looking back over a most successful 1974. During this time, they have presented a large number of outstanding speakers at regular monthly meetings plus conferences, seminars and other special projects. Here are just a few selected from the CMCA All-Star Cast . . . Edward Barnes, FAIA, New York; Pietro Belluschi, FAIA, Portland; Hideo Saksaki, Cambridge, plus local architect, George Haller. From the engineering fraternity . . . CMCA members have heard from Walt Dickey, Director of Engineering/Masonry Institute of America; Bob Helfrich, Denver; Ken Medearis, Fort Collins (earthquake research); George Hanson and Bill Salada of Denver and Don Wakefield, Salt Lake City . . . engineer and Vice President of Interstate Brick . . . Contractors Jerry Pope of Hensel

Phelps, Greeley and Harry Moore, Dallas, Managing Director of the North Texas Contractors Association. All this plus the good word from COSH; the Federal Energy Office and the Colorado Air Pollution Variance Board. Add to this a couple of legal eagles from Oklahoma, a legislator or two and Head Football Coach from the Denver Broncos . . . Smiling John Ralston, and you'll have to admit the Masonry fellas have had quite a year. Some laurels are certainly due CMCA 1974 "fearless" John Long and Executive Vice President Mac Terry. Congrats!

Boulder Bridge Cited

The Sioux Drive pedestrian overpass located in Boulder was chosen for an Award for Excellence in the 1974 Bridge Awards Program sponsored by the Portland Cement Association's nine state Rocky Mountain-Northwest Region. This is the second honor for this project which was recently recognized for design excellence by the Governor's Colorado Council on Arts and Humanities.

Parameters for the overpass design were obtained by the Colorado Division of Highways through close cooperation with a citizen's review committee established by the Boulder City Council, a group which included three Boulder architects and a city official. The result was a posttensioned concrete box girder with sloping sides and curved soffit producing an attractive "slim line" structure. Contractor for the 362 foot long, \$167,750 overpass was Flatiron Paving with a special reddish brown concrete mix supplied by Flatiron Pre-Mix . . .

both of Boulder. Paul Chuvarsky, state bridge engineer, accepted the award from PCA at a special luncheon on 29 October.

We Like His Style!

Really appreciate the few well-chosen words written by President Del Doty in the most recent issue of "Intent", newsletter for the Pikes Peak Chapter/CSI. He points out that with 50 percent cloud cover in the sky, everybody says it's "Partly Cloudy" . . . he asks . . . "Isn't it as much partly sunny as it is partly cloudy?" He continues . . . In our town, Colorado Springs, everyone is going around with the "partly cloudy" attitude. Everyone is the figure of gloom. People are pointing fingers and calling names."

"I'm getting fed up with the whole thing," sez Del. "Instead of pulling together, we're pulling apart. Maybe CSI could be the organization to help ease the situation or work with others to do the same. Maybe we could have a program with Mayor, head of the Home Builders, heads of the Chamber of Commerce, the schools, the building trades and whoever else could rap for an hour or two so we can have some direction as to what we can do to help. So . . . the road is rough, maybe it will get rougher before it gets better, but I want to know what we, Colorado Springs, can do to start a moratorium on gloom and get to the partly sunny days."

A challenge! And some good "horse sense"! Right on, Del Doty! We like your style.

Idaho

Legislation Committee Proposed

Three major organizations representing architects and engineers in Idaho are considering a cooperative Legislation Committee which would act as "watch dog" at all levels of government standing by to alert member societies of legislation which in their judgement should be considered and studied in depth. This commission would also communicate with the legislature and other public figures the A/E's interest and desire to perform their public duty by the evaluation of thoughts, proposals, programs, etc., where the expertise represented by the individuals making up these organizations deems it advisable.

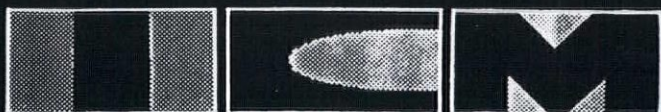
The groups interested in this joint effort are the Consulting Engineers/Idaho; the Idaho Chapter/American Institute of Architects and the Idaho Society of Professional Engineers. Chairmanship of the Commission would be rotated among the member organizations. Since so many of our officials these days seem to be hard of hearing . . . three voices may be better than one!

nevada

Our Man in Reno, the talented Bob Simpson returns to our pages this month . . . and we're delighted. And pardon us for nagging, Bob, your problems of the last few weeks are indeed overwhelming . . . hope all is well now and your corners are curled once again. And we *will* punch your sympathy card!

In and About Nevada

Congratulations AGC for thirty-five enterprising years in the State of



IDEAL CERAMICS & MARBLE

400 OSAGE STREET • DENVER, COLORADO 80204

**QUALITY
ARCHITECTURAL
CERAMICS
MARBLE & GRANITE**

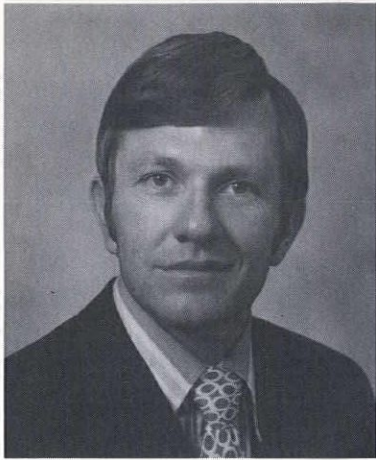
AVAILABLE IN STOCK

**QUARRY TILE • ALL COLORS
TARKETT SHEET VINYL TILE**

**Gymnasium, Hospital, Institution Floors
When you call**

623-7034

Please let us know you saw our Symposia Advertisement



DENVER INTERIOR DESIGNERS HONORED . . .

Robert Caudle, F.A.I.D., president of Robert Caudle Associates, and H. Albert Phibbs, F.A.I.D., president of Phibbs Design Associates, were honored at the recent National Board meeting of the American Institute of Interior Designers in Portland, Oregon.

Caudle was elected a Fellow, the Institute's highest honor. He was also elected a national director of the newly consolidated organization to be called the American Society of Interior Designers (ASID). The existing American Institute of Interior Designers (AID) and the National Society of Interior Designers (NSID) voted at their national convention in Denver in July to become one society effective January 1, 1975.

Phibbs was elected a Fellow of the Institute in July and in Portland was awarded AID's Civic Award for his service to the community. He was also elected National Secretary of the new Organization.

Nevada. The birthday luncheon was hosted at John Asquaga's Nugget Circus Room on October 22, to a near-full house. Political aspirants were generously scattered throughout the diners, including Governor Mike O'Callahan. In mid-September Nevada Chapter President, James Thornton, announced the opening of the Seventh Annual Scholarship Competition sponsored by the Construction Industry Foundation.

The Nevada Association of Architects has employed a lobbyist for the 1975 legislative session. Clinton Wooster is working with the State Governmental Affairs Committees of both A.I.A. Chapters to draft bills for the session. Plans are also well underway for joint sponsorship with the Nevada Art Gallery of a special showing of Frank Lloyd Wright's work in February. There will be an NAA hosted cocktail evening at the show for all of the State Legislators.

The Northern Nevada Chapter A.I.A. is getting well into preparations for the 1975 WMR Conference. At the same time the Chapter is involved with an intensive effort to revitalize its internal programs and reaching out to have some

impact on Community Affairs. The new committee structure involves all members in some phase of these efforts, including the members' wives. Plans for 1975 include reactivation of the Chapter's Explorer Post and active participation with the schools in developing interest in Architectural careers.

The current Construction slump is producing, in Nevada, a community of determined professionals dedicated to doing something about frustrations and improving the quality of life for Nevadans. Apathy? What's that? It is certainly not the Hallmark of the Nevada Construction Industry.

new mexico

Holmes Heads WMR Job Bank

One of the newest services being offered architects in the Western Mountain Region is the WMR Job Bank which is published concurrently with WMR UP DATE (edited by Joe Boehning) on a bi-monthly schedule. Head Honcho for this undertaking is Architect Jess Holmes of Albuquerque (past Fearless Leader of the AIA Chapter). UP DATE suggests that only those employers actively seeking employees should respond to JOB



PERMA-DOOR...

Beautiful
all steel

entrance systems

No need to hide
them behind a
storm door

Perma-Doors stop heat and cold. Perma-Door has 2½ times better insulating value than solid core wood doors. The foam filled vertical edge interlocks provide an excellent thermal break giving the Perma-Door insulating characteristics better than or comparable to any other steel door. Perma-Seal Weatherstripping and the exclusive self-adjusting door bottom assure a totally weatherproofed entrance system.



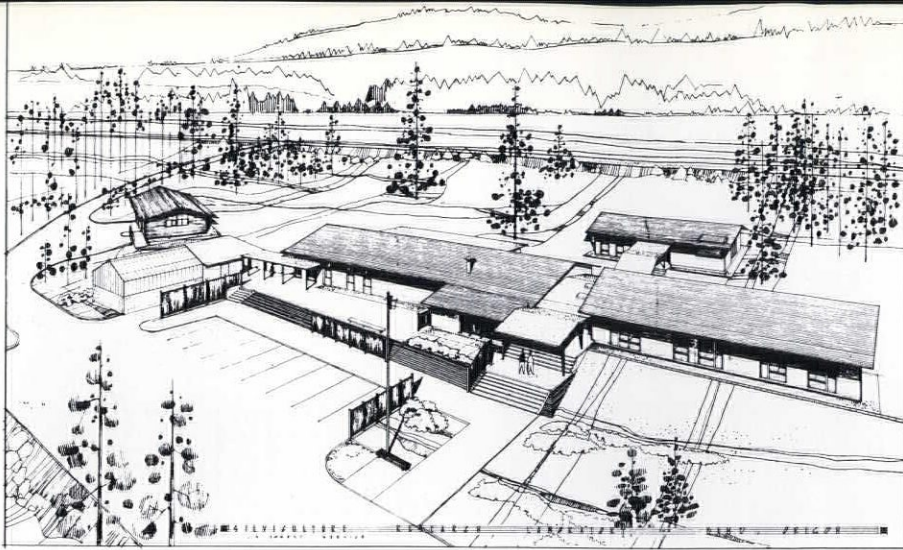
For complete
information contact:

**RICHARDSON
LUMBER CO.**

WHOLESALE DISTRIBUTOR

601 WEST 48TH AVENUE
DENVER, COLORADO 80216

303 572-1414



REBUILDING: The U.S. Forest Service Silviculture Laboratory at Bend, Oregon—partially destroyed by fire in January, 1974, is now being restored by the DeGree Construction Company of Bend . . . lowest of the five bidders on the job.

Mr. and Mrs. Robert W. Chandler of Bend have offered to replace the furniture and bookshelves of the library, which they donated for the original building as a memorial to the late Robert W. Sawyer, Bend newspaper publisher and noted conservationist. Architect for the award-winning laboratory design is A. P. DiBenedetto, A.I.A., Forest Service architect.

The Silviculture Laboratory staff conducts research applicable to the 21 million acres of commercial forest lands east of the Cascades in Oregon and Washington. The laboratory is also a field facility for the U.S. Fish and Wildlife Service.

BANK and conversely, only those individuals actively seeking employment should ditto. JOB BANK has two categories . . . (1) Help Wanted and (2) Position Wanted. All info furnished should be brief . . . if anyone gets verbose—look out for the blue pencil.

There will be no individual mailings for JOB BANK so check WMR UP DATE each time it is received . . . and for all important info—look to the September-October mailing of this valuable WMR Communications tool. Address all correspondence and write your checks for this WMR/AIA Service to Jess Holmes, AIA at 5905 Marble NE in Albuquerque, New Mexico . . . 87110.

oregon

Kind Words!

It's time to say a couple for both the CSI Chapters up Oregon way. The Willamette Chapter (Eugene) after putting together one of the most successful of Region 12 Conferences came back on Hallowe'en with a fine program on "Construction Documents—How they meet the needs of today in the Construction Market." The Guest Speaker was Kurt Anderson of Pederson and Associates, Inc. and it was one of the "vs" programs . . . like "What is Required" vs "What is Provided". A challenging question, n'est pas?

We just have to say a few kind for new Predicator Editor, Don Walton (yes, we know, he's part of the Symposia Team and "all that jazz"), but Don's format is interesting and refreshing, and he slips in a chuckle or two here and there which is a mighty good thing these days when folks are going around with what Del Doty terms "a partly cloudy" attitude. (See Colorado—this feature.)

Only one suggestion, Don boy, how about the addresses for those folks on the left hand side of the masthead . . . nice to have the 'phone numbers—but for Symposia-Land it would be nice to know how to reach same via the "Pony Express".

utah

Land Use Forums

During October, the Department of Geography at the University of Utah sponsored a three session seminar on the Land Use Planning Bill being sponsored not only by this entity of the UU but by many other groups including Utah's AIA. Speakers included Jay Bingham of Terracor; R. Thayne Robson, Director of Economic and Business Research, U.U. and George Smeath of Mountain Area Planners. Moderators included Dr. Merrill Ridd, Chairman of the Department of Geography at the University and J. D. Williams, Director, Hinkley Institute of Politics.

Held at Orson Spencer Hall at the University, these Seminars had architects, environmentalists, developers, and government agencies "biting the bullet" on this most important issue. The outcome? Haven't seen the results.

P. C. Award of Merit

Our thanks to immediate Past President and present Publicity Chairman, Robert Merrill of the Intermountain Chapter of Producers' Council for his friendly communique regarding the Annual Award of Merit Luncheon which was held Monday, 18 November in Salt Lake City. This much coveted honor goes each year to an area professional in recognition of outstanding contribution to the community, to the professions of the building construction industry and to Council-related activities.

The featured speaker at the luncheon will be R. Thayne Robson, Director of the Bureau of Economics and Business Research at the University of Utah. His subject will cover the future economical look for Utah and the Intermountain area as it relates to the University's research program.

Again our appreciation, Bob, and we'll look forward to meeting your "Award of Merit" fellow in the up-coming.

washington

Comin' Up/Lady!

Thanks to Uncle's fantastic mailing program, we have not one inkling of the results of the Seattle Chapter/AIA elections for "fearless leader" et al. However, since the slate proposed by Gerald Williams, Chairman of the Chapter's Nominating Committee puts Jane Hastings, AIA, in the top-slot, we must assume that this charming Lady Architect has made the grade. We have no figures at hand, but certainly Jane may well be in the "select" group who have been nominated and elected. Other nominees included David Hewitt for First V.P. (President-Elect); Glen Brewer and Don Bazemore for Second V.P.; James Dersham and George Hartman, Third V.P.; John Mahlum for Secretary; John Decker for Treasurer and four Directors from a slate of the Tom Bossworth; Jim Bryant, Ludi Duthweiler, Jim Hamilton, Eugene Martenson and Gerald Schlatter.

According to AIA statistics . . . only one percent of all Architects are of the feminine persuasion which makes Jane some kinda gal!

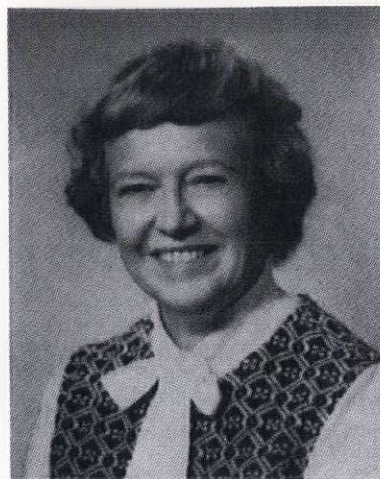
New AASA Program Launched S.E.E./Sebastian

On July 1, with the signing of a \$146,705 contract with the U.S. Office of Education, the American Association of School Administrators launched the Sex Equality in Education (SEE) Program. The contract covers a one year planning, development and informational program directed against sex discrimination and stereotyping in the nation's elementary and secondary schools, and the pilot study is expected to lay the groundwork for long-range programs designed to correct this discrimination in the educational field.

Appointed to head SEE is Beatrix Sebastian, Hon. AIA, who has long been the creative force behind the AASA-AIA Annual Exhibition of School Architecture, and well known to architects throughout our part of the world. Bee is AASA's newest associate secretary, and has been a staff member of the Association since 1953 . . . director of the School Building Services program since 1966. She will continue in this capacity overseeing the Annual Exhibition which will be held in 1975 in Dallas, a model architectural exhibit of educational facilities featured each year in Symposia. Ms. Sebastian is the editor and co-author of several AASA publications including "Open Space Schools" and "New Forms for Community Education." She is also the producer of the annual School Building Filmstrip and an Honorary member of the American Institute of Architects.

Bee recently took a look at her new job in a guest editorial . . . **"We've come a long way. Maybe."** in the publication *"The School Administrator."* After summarizing the "her-story" of 103 years of feminist lobbying and the struggle for women's rights she wrote:

"But we still have a long way to go.



"Reflecting the society in which it exists, the American school is a place where the old ways still prevail. *He* is used three times as often as *she* and *boy* twice as often as *girl* in elementary school readers. Toys and learning materials for youngsters tend to be adventure-oriented for boys and housekeeping, doll-playing for girls. Boys get into active, participatory games and girls stand on the sidelines and cheer. Dick seldom expresses a desire to grow up to be a husband and father and Jane rarely dreams of being a school administrator. Two-thirds of professional educators in public schools are women but less than 1 percent of the superintendents are women."

The first step to be taken in the SEE program is the establishment of an advisory commission with a large cross-section of representation from all geographic areas, different ethnic groups and which will include men as well as women. Three regional conferences will be held in the spring of 1975 and reports of the project findings will be made from time to time.

Our congratulations to Bee Sebastian on her appointment to head the new AASA Sex Equality in Education program. Her efficiency, her ability and her understanding should contribute immeasurably to its success!

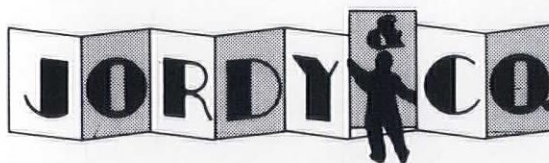
DOVER Elevators

NUMBER ONE
in the Rocky Mountain Area

Oilraulic, Traction Elevators,
Escalators, Dumbwaiters

Sales Installation Service

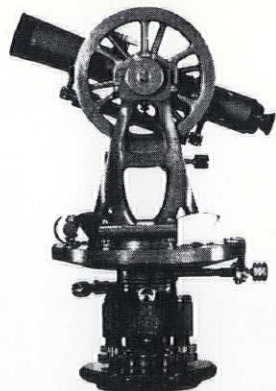
1165 S. Pennsylvania 303/777-3061
Denver, Colorado 80210



ACOUSTICAL CONTRACTORS AND CONSULTANTS

40 W. Louisiana Ave./Denver, Colorado 80223
303/744-6106, 744-6107





SALES REPAIRS RENTALS
LEASING

WE HAVE MOVED

to

2895 West 8th Avenue

*Our New Building is just
One Block East of Federal Boulevard*

BRUNSON INSTRUMENT CO.

2895 West 8th Ave.

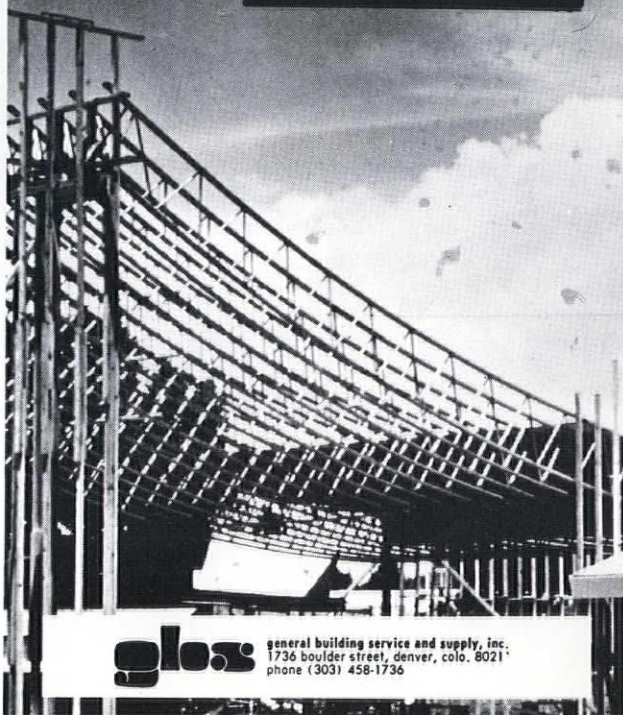
303/623-4385

(One Block East of Federal Blvd.)

Denver, Colorado 80204



trus joist
DESIGN A PROFILE --
WE'LL BUILD IT



glos

general building service and supply, inc.
1736 boulder street, denver, colo. 80211
phone (303) 458-1736

the
last
word:

UNLUCKY THIRTEEN! The aardvarks got into our azaleas last month and the great CSI/Denver Chapter Seminar on "Spec-Users vs Spec Writers" took place on the 13th rather than 12/November as reported. Where do you go to hide your head?

The 65th Annual Meeting and Convention of the Idaho Society of Professional Engineers is scheduled for January 30-31 and February 1 at the Rodeway Inn in Boise. The Convention Theme: "Land Management—An Engineering Challenge". The Consulting Engineers/Idaho hold their semi-annual meeting concurrently with this program.

Dick Perrell, FCSI, of Phoenix (a member of our Symposia Team) has expressed his willingness to serve as Region 10 Director/CSI . . . a position "up for grabs" at the upcoming Conference in El Paso. Right on, Richard!

Kudos to Clifford Weiss, president and Chairman of the Board of Intermountain Electric/Denver! He is the 1974 recipient of the 1974 McGraw Award and elected to his fourth term as NECA V.P. for District 8. Weiss is one of the charter members of NECA's five year old Academy of Electrical Contractors . . . a group which includes fewer than 100 of the more than 27,000 such firms in the U.S. of A.

Frank Bridgers, ACEC, from Albuquerque was the Keynoter at 9th Annual of the Automated Procedures for Engineering Consultants group in Atlanta in late November.

Didja know? Yes, good friend Architect and Good Denver CSI Member, Larry Bourn is the proud owner of what has been termed in other quarters . . . "A Chariot of Decadence". He even piloted some "seven rowdies" (let them be forever nameless) to a recent meeting of the Pikes Peak Chapter/CSI in Colorado Springs.

In addition to James Cowan, Seattle, who is President of ManHourDataBank/West—other officers are Walter Costa, FAIA, of San Francisco; James Bernard of Eugene, Secretary Treasurer and Jerry Clark of Phoenix; Lewis Ingelson of Honolulu and Carl Bradley, FAIA, of Indianapolis. Bradley who is a vice-president elect of the Institute chairs the ManHourDataBank Task Force.

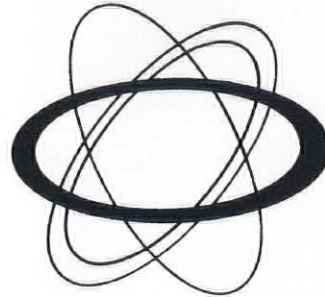
Peter Lendrum/AIA has been named to the Phoenix Planning and Zoning Commission; he replaces George Schoneberger.

The Movers! Meurer/Serafini/Meurer—Engineering Consultants have a new home at 570 West 44th Avenue at Fox in Denver 80216 . . . Ditto CEC members Zeiler and Gray who are now at 2727 Bryant in Denver 80211.

Deadline! All entries for the 1975 AILA Design Competition must be received by December 15. Address Allen Keesen, AILA—2000 South Quebec in Denver 80235.

The award-winning film "Cities for People" was presented on 30 October at Kane Hall/University of Washington—co-sponsored by the University and the Washington Natural Gas Company. Also on hand John Field, AIA, of San Francisco, author of this prestigious presentation.

WE RUN RINGS AROUND OUR COMPETITORS



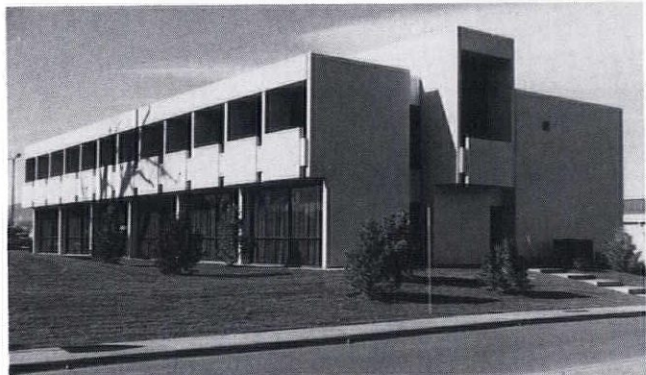
Commercial Kitchen Equipment and Design
Our knowledge available at your request



Green Bros. Industries, Inc.

303/466-1791

10401 W. 120th AVE. P.O. BOX 10
BROOMFIELD, COLO. 80020



Van Schaack Office Building, Arvada

Architect: C. F. Murphy Associates, Denver, Colorado

Engineers: Ketchum Konkell Barrett Nickel Austin—Structural

Garland Cox—Electrical

Becket-Harmon—Mechanical

Contractor: The Brady Corporation

THOROSEAL

Manufactured by Standard Dry Wall Products

"WATERPROOF"

Masonry and Concrete

"DECORATE"

Smooth or Textured

"PROTECT"

6100 PSI Compressive Strength



FRANCIS J. FISHER, Inc.

4375 Brighton Blvd.

303/825-6203

National PCI Award Winners in our area include the Santiam River Bridge in Linn County, Oregon, a State Highway job; the Washington Street Stevens Street Couplet Bridge and Underpass in Spokane—Architects: Culler, Gale, Martell, Ericson and Kenneth P. Norrie, Engineer—all Spokane firms and the Hoolulu Park Grandstand in Hilo, Hawaii. Richard S. Matsunaga and Associates were the Architects; T. Y. Lin, Hawaii, Inc. did the Engineering. Laurels to one and all!

Jingle Bells! The Annual Christmas Party for Denver's Construction Industry initiated by CSI and those pretty WICS will include in '74—PC and AGC members, as well. The date December 19 at Pinehurst Country Club. A real GALA!

Fed Clients? GSA has granted permission to ACEC to distribute copies of regional instructions on selection of A/E's. Copies of the memo are available at one buck from ACEC, 1155 15th Street, N.W., Washington, D.C. 20005. Label 'em Request #728.04/SG.

Appointed Environmental Officer for the firm of Technical Service Company, Denver-based Consulting Engineering firm, is Dr. Bernard C. Kionka, indicating the increasing emphasis on environmental matters among A/E firms everywhere.

They got it all! The December 10 meeting of the Portland Chapter/CSI offers two panels on two (2) TOP subjects . . . "Price Increases and Shortages in Construction Materials" and "Uniform Building Codes and Modifications as Adopted by the State of Oregon". Yeeee gods, what a program!

Merlin Gesses, President of the National Association of Plumbing, Heating Cooling Contractors was the "feature" at the 91st Annual of the CAPHC in C. Springs on October 4-5.

Ralph Wyatt, AIA, of Phoenix has just been appointed to another three year term on the Arizona State Board of Technical Registration.

Russ Wibbens, a member of the Institute staff since 1960, has been named Director of Marketing Services for the American Institute of Timber Construction. AITC headquarters in Englewood, Colorado.

Architect Joe Boehning, a long time member of the Symposia Team, has been appointed the WMR regional representative to the AIA Committee on Architecture for Education for upcoming 1975. Joe, who practices in Albuquerque, edits the New Mexico Society Newsletter, the WMR "Update" as well as handling Symposia chores . . . and does a great job on all fronts!



g.a. Talbert, inc.

SURETY BONDS AND INSURANCE
ONE THOUSAND ONE LINCOLN STREET
DENVER, COLORADO 80203
AREA CODE 303 / 292-1330

OLYMPIC Pre-Stained Wood

Quality - Economy

Reduced Labor Cost

Lasting Results

IMMEDIATE DELIVERY



Alpine
LUMBER CO.

4100 So. Santa Fe Dr.
Englewood, Colo. 80110
Phone 789-2275

Quality-minded buyers are getting the message.

You're looking at our October message. It's the latest in a series of roadside reminders that the P.I.P.E. Blue Ribbon stands for quality plumbing and pipefitting in a prestige development. And it could feature *your development's name and address*—if you qualify for the Blue Ribbon Award.

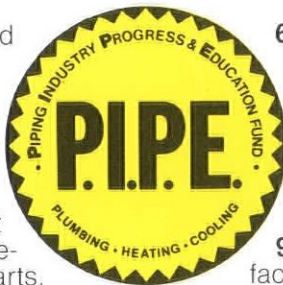


10 Outstanding Plumbing and Pipefitting Features

P.I.P.E. multi-media advertising has, over the past three months, developed a ready-made market for the homebuilder who employs a P.I.P.E. contractor and includes the 10 P.I.P.E. plumbing and pipefitting features in each unit he builds. Are you a developer who believes a home is more than an attractive design? That quality is what goes *into* a home as well as what goes *on* it? If you are, why not provide your development with the plumbing and pipefitting—and the free publicity—that it deserves. Write or call P.I.P.E. for details on the Blue Ribbon Award program *today!*

Have a P.I.P.E. plumbing contractor install these 10 quality plumbing and pipefitting features in every unit you build—AND YOU'RE A P.I.P.E. BLUE RIBBON AWARD WINNER!

1. Adequate gas* piping and properly designed heating equipment for hydronic heating or gas* warm air heating.
2. A gas* water heater with a five-year unconditional manufacturer's warranty.
3. High corrosion-resistant valves and faucets with replaceable or renewable working parts.
4. Plumbing fixtures that meet commercial standards of "A" grade.
5. A minimum of two bathrooms in dwellings with two or more bedrooms; one bathroom on every floor used for living accommodations.



6. A food waste disposer.
7. At least two hose outlets, protected by freeze-preventive sillcocks.
8. A pressure regulator and relief valve where the main water pressure exceeds 80 lbs. per square inch.
9. Adequate water and drain facilities for automatic washer and gas* outlet for dryer.
10. A main water shutoff valve for house and independent shutoffs for sinks, lavatories, and water closets.

*If gas is unavailable, at the option of the builder and P.I.P.E., alternate sources of energy will be used.



Some Construction Management Teams Find Out Too Late About The Myth of Masonry's High Initial Cost.

Masonry today is the construction industry's most economical structural wall system. Call Colorado Masonry Institute for complete cost information and design criteria of load bearing construction.



COLORADO MASONRY INSTITUTE

3003 E. 3rd Ave. • Denver, Colo. 80206 • (303) 321-2141